



# Planning with Arts & Culture:

How Indiana Municipalities Are Utilizing  
Local Arts & Culture in Their Community  
& Economic Development Strategies

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## Key Points

An overwhelming majority of all respondents agree that an **economic development opportunity** exists in arts and culture and that it is important to include arts and culture in **community and economic planning initiatives**.

Many communities understand both the **tangible and intangible benefits** of arts and culture to their communities and are already engaging with arts and culture in their economic and/or community development plans. For example, arts and culture can contribute to both local tourism (tangible) and a sense of community and belonging (intangible).

No community has *no* arts and culture assets; however, the majority of municipal leaders who claim their communities have little-to-no arts and culture still recognize the value of this activity to economic development. Some leaders need assistance both in **recognizing the arts and culture already present** in their communities and in seeing those arts and culture resources as **assets to build on**.

# Introduction

Considering the role of arts and culture in community and economic development began percolating in the academic literature in the early 2000s, with scholars like Collins (2004) and Evans (2005) examining the role of tourism and traditional crafts, and Rosenfeld (2004) and McGranahan and Wojan (2007) considering the use of amenity-based development strategies. Over the last decade, however, interest in arts and culture as a community and economic development strategy has blossomed, with a focus on quality of life and quality of place improvements, place attachment strategies, and downtown or artist space development. Indeed, the National Governors Association published a handbook for states looking to focus creative sector development, particularly in rural areas, in 2019 (NGA, 2019).

The Indiana Arts Commission (IAC) has long been invested in both the creative sector throughout the state and in the success and sustainability of Indiana's communities through arts and culture development. Focusing more specifically on the role of arts and culture in community and economic development in Indiana is a natural outgrowth of the work they have been doing in the state since the 1960s. Understanding how to move forward, however, requires understanding where we are today.

This report is the culmination of a two-year partnership between IAC and the Indiana Communities Institute (ICI) intended to better understand:

- the extent to which communities view the arts as a way to achieve economic, community and tourism development goals;
- the extent to which communities are currently working with the arts to pursue such goals;
- the priorities for arts and culture-focused community development programming in communities without a robust arts and culture vision;
- the extent to which communities would be receptive to capacity-building and training to prepare them for this type of work.

It is organized into four sections: introduction and notes on methodology; findings to the original research goals (listed above); additional findings and areas of note; and conclusions, highlighting major take-away considerations for IAC. Under the "additional findings" section, five issues are discussed: the difference in perception between leadership and tourism/Community Foundation representatives; rural and urban differences; the impacts of COVID; engagement with artists; and affiliation with the arts.

## Methodology

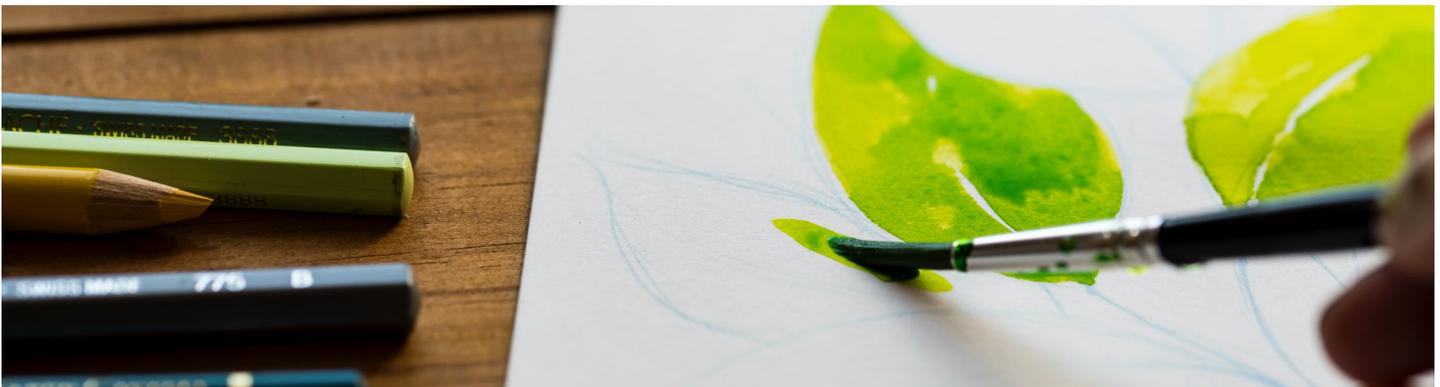
The method selected to address the goals above was a survey of all municipal government leaders and all tourism and Community Foundation offices. While the surveys going to both groups are nearly identical, there are some slight differences, primarily in the demographic questions, based on the different role that these groups play in their communities and their differing service areas. While the original goal was a census of all municipalities, facilitated through in-person recruitment as necessary, the COVID-19 pandemic required a shift in our expectations and procedures to an online survey with multiple follow-ups via email and phone call.

COVID-19 also changed our timeline. Originally conceptualized and developed at the end of 2019, the survey was not distributed until August 2021. Even though the surveys were not completed in person, the project team and funders agreed that not only would these issues be beyond the scope of our target populations' immediate concerns, but the nature of arts and culture in community economic development may be different after a global pandemic. The original survey was edited to include questions specifically about COVID-19.

This project includes data from two surveys. One survey was sent to representatives of every municipal government in Indiana for whom we could identify contact information. This list was compiled both through our connections at Accelerate Indiana Municipalities (AIM), a

membership-based non-governmental organization that advocates for municipal government at the state level, and through our own research using public data and website searches. The second survey was sent to representatives of tourism organizations and Community Foundations (tourism/CFs), both of which are primarily found at the county-level. Contacts for this survey were compiled through our connections at the Indiana Tourism Association (tourism destination marketing organizations) and the Indiana Philanthropy Alliance (community foundations).

Potential respondents were contacted via email. Between both surveys, 868 respondents were invited to participate (732 leaders and 136 tourism/CFs). Follow up emails were sent in September and October 2021, and in the end, we received responses from 220 respondents – 130 municipal leaders representing 122 communities and 90 tourism or Community Foundation representatives from 77 of the state's 92 counties – for a total response rate of 25% (18% among leaders and 66% among tourism/CFs representatives).



# Primary Findings

## Geography of Respondents

The majority of respondents (69%) from both surveys represented rural communities or counties, followed by suburban representatives (18%), and urban (13%). Because the urban percentage is so low—representing only 29 individuals—we collapsed “urban” and “suburban” into one category, giving us a rural/urban comparison for the remainder of the analysis.

## Local Government Leadership

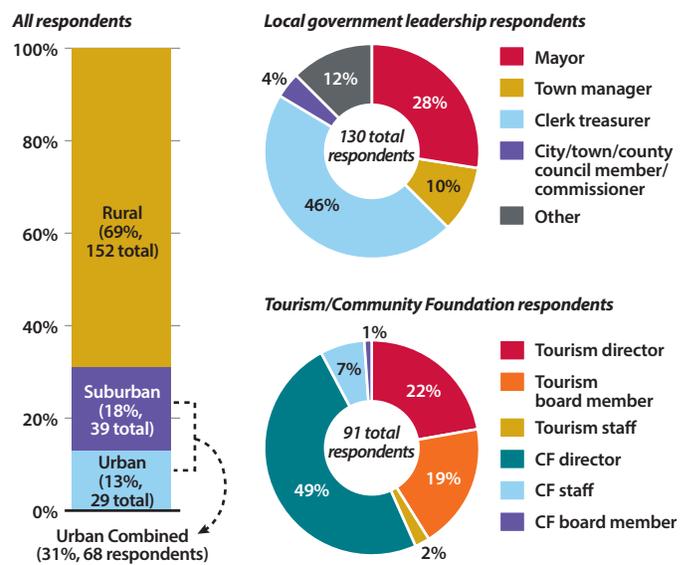
The majority of respondents to the leadership survey were clerk treasurers (46%), followed by mayors (28%), and town managers (10%). Only 4% of respondents identified themselves as city, town, or county council members, whereas 12% identified as “other.” The other positions represented in this survey include two city clerks, three community development specialists, two economic development specialists, three administrative assistants, two planning/zoning/infrastructure specialists, one public art administrator, and three unspecified positions.

Respondents have been in their positions from 1-47 years, with an average length of 8.4 years (slightly longer in rural communities – 8.7 years – and shorter in urban communities – 8 years) and have lived in their communities for an average of 36.2 years (again, slightly longer in rural communities).

The majority of respondents (81%) work in their leadership positions full-time, although this is more likely in urban communities (88%) than rural communities (77%), which likely contributes to more rural leaders having a second job (28%) than urban leaders (7%).

## Respondent Demographics

Note: See details in Appendix.



## Tourism/Community Foundations

Unlike the leadership survey, there are distinct differences between rural and urban respondents to the tourism/CF survey. While 57% of all respondents represent Community Foundations, this is entirely driven by rural respondents, 68% of whom represent CF compared to only 28% of urban respondents. The majority of rural and the entirety of urban respondents representing CF are directors. The remaining respondents (32% of rural and 72% of urban) represent tourism organizations, again with directors being the majority of respondents.

Urban respondents have been in their positions for about four more years than rural respondents, 13 years and 9 years, respectively, although they have lived in their communities for a shorter period of time, with an average of 34.6 years in rural communities and 26.4 years in urban communities. Unlike municipal leaders, however, tourism/CF respondents are not obligated to live in the communities where they work, and indeed 12% do not (the same percentage for rural and urban respondents).

# Survey Goals

**Goal 1:** Determine the extent to which communities view arts and culture as an avenue to achieve economic, community, and tourism development goals.

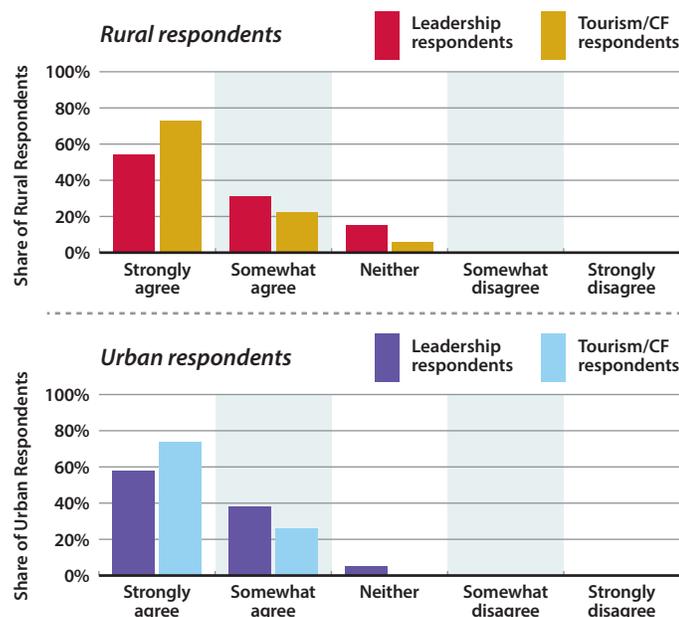
*General take away:* The work that IAC is doing with the tourism organizations (tourism/CFs) and community foundations (CFs) about using arts and culture (arts and culture) as a community and economic development tool seems to be effective; while there is also a clear base of support for arts in development planning from leadership, IAC might want to expand their communications with community leaders if they want to continue with this message.

An overwhelming majority of all respondents either strongly or somewhat agree that arts and culture are an economic development opportunity, 88% of leaders and 96% of tourism/CFs, with fairly equal percentages across rural and urban areas. Indeed, one-third of leaders (34%) and nearly two-thirds (62%) of tourism/CFs. While the majority of leaders were unsure on this issue (54%), only 14% either somewhat or strongly disagreed. Again, while there was virtually no difference between rural and urban leaders, urban tourism/CFs were more likely to support this statement (79%) than were rural ones (55%).

Seventy-one percent of leaders either strongly or somewhat agreed that it's important to include arts in community planning initiatives (92% of tourism/CFs agreed with this statement), and while there aren't strong rural/urban differences in responses to this question, it is worth noting that 100% of urban tourism/CFs either strongly or somewhat agreed with this statement, whereas a small percentage of the remaining groups (rural tourism/CFs and both categories of leaders) either weren't sure or somewhat disagreed.

## Arts and culture are an economic development opportunity

Note: See details in Appendix.

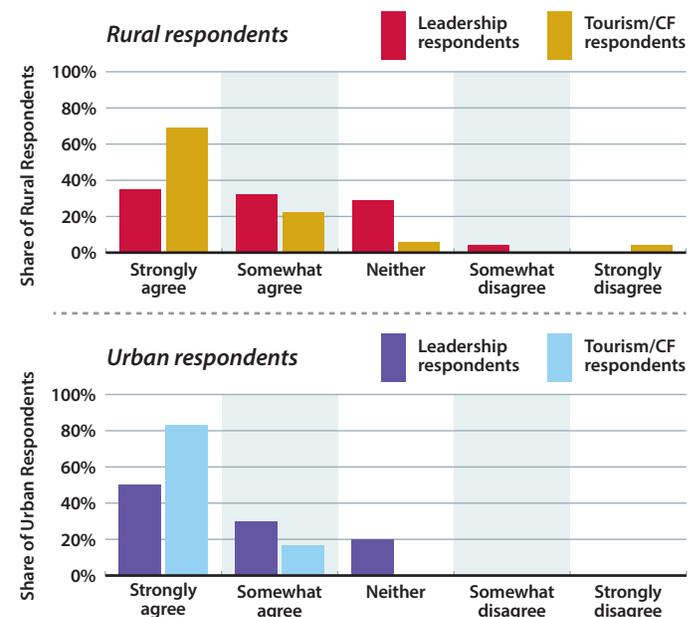


Sixty-six percent of all leaders (65% of rural and 68% of urban) believe that their communities would be supportive of including arts and culture in their economic development plans, and 70% (67% in rural and 76% of urban) believe this to be true about community development plans. Similarly, 69% of all tourism/CFs believe this to be true of economic development plans, and 82% of community development plans, although there is a wider gap between “strongly agree” and “somewhat agree” for tourism/CFs, with a much higher percentage only somewhat agreeing with these statements.

These surveys also give us insight into how respondents believe that arts and culture can contribute to both economic and community development. Roughly equal percentages of leaders either strongly or somewhat agreed that arts and culture are important for quality of life (71%), will attract population (78%) and businesses (73%), and that it will help retain current population (66%). There are, however, a greater rural/urban differential with all of these considerations than with the direct questions about economic development (with rural percentages being smaller than urban). In general, more tourism/CFs agreed with these statements (93%, 89%, 81%, and 81%, respectively) than leadership, and there was very little rural/urban differential; indeed, a greater percentage of rural tourism/CFs believe that developing arts and culture will attract and retain population than urban tourism/CFs.

## Thriving arts and culture are important to community quality of life (QOL)

Note: See details in Appendix.



**Goal 2:** Determine the extent to which communities are currently working with arts and culture to pursue community, economic, and tourism goals.

*General take away:* There is a strong base of arts and culture support and activity related to community and economic development that can be expanded and used. Both leaders and tourism/CFs not only see arts and culture as a mechanism to achieve community, economic, and tourism goals, but they are already using it to some degree. There is, unsurprisingly, less of this activity in rural communities, but even there many communities have a base from which to grow.

Forty-seven percent of leaders said that arts and culture is already included in their communities’ economic development plan, a number relatively equal to tourism/CFs that say the same thing (49%); there is, however, a difference of opinion regarding whether arts is included in community development plans, with 46% of leaders asserting that it is, and 71% of tourism/CFs answering affirmatively. There is also a strong rural/urban differential regarding community development plans among tourism/CFs. Sixty-six percent of rural tourism/CFs and 83% of urban tourism/CFs say that arts and culture is already in the community development plan). This differential is not as evident either among leaders (43% vs. 52%, respectively), or regarding economic development plans (leaders: 44% vs 52% respectively; tourism/CFs: 46% vs. 52% respectively)

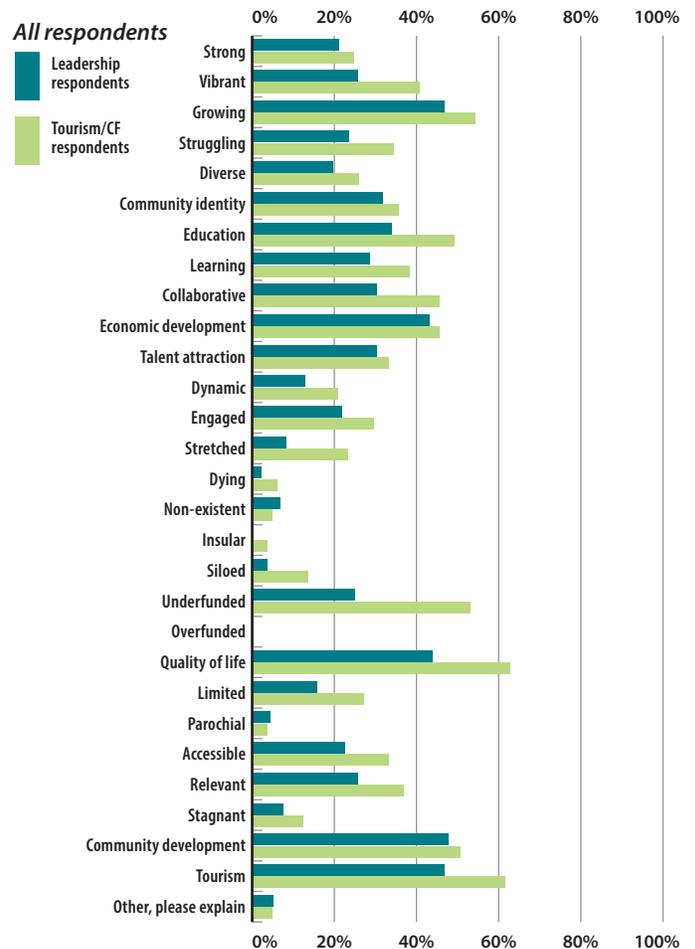
Cultural plans are clearly not the norm among Indiana’s municipalities and counties; only 12% of leaders and 19% of tourism/CFs stated that their community has a cultural plan. Unsurprisingly, they are somewhat more common in urban areas, although even in urban places only one-fourth of leaders and just over one-third of tourism/CFs report having a cultural plan.

When given a list of words that describe arts and culture in their communities, the highest response were words associated with community and economic development; things like “economic development” (43% of leaders; 46% of tourism/CFs), “quality of life” (44% of leaders; 63% of tourism/CFs), “community development” (48% of leaders; 51% of tourism/CFs), and “tourism” (47% of leaders; 62% of tourism/CFs) were the most frequently selected terms in both surveys. “Growing” was also a common term for both surveys (47% of leaders; 54% of tourism/CFs), and “education,” “collaborative,” and “underfunded” were common for the tourism/CFs survey at 49%, 46%, and 53% respectively.

All of these words were more common coming from urban places, but they were also the most common within rural places. For example, while fully 65% of urban leaders said they associate “community development” with arts and culture in their community, that number was less in rural places. However, at 41%, “community development” was still the third most commonly selected term for rural leaders (surpassed only by “tourism” at 47% and “growing” at 43%). On the other hand, words like “struggling,”

**What terms do you associate with arts and culture in your community? (Select all that apply)**

Note: See details in Appendix.



and “limited” occurred at relatively similar rates between rural and urban leaders (25% vs. 21% and 17% vs. 14%, respectively). The rural/urban difference is starker with responses from tourism/CFs. In urban areas, the three most common terms were “tourism” (88%), “quality of life” (84%) and “community development” (72%), whereas the most common terms for rural tourism/CFs are “underfunded” (57%) and “limited” (54%) – although a tie for the third most common (at 50%) was “tourism” and “growing.”

Rural tourism/CFs were also the only ones to offer “other” terms they associate with arts and culture. One respondent captured the seeming contradiction of selecting both “growing” and “struggling” as terms to describe arts and culture in their community by saying that their county arts organization “has made significant progress in the last year and aims to become a staple of the community. I hate to paint an entirely negative picture—the growth of the arts seems like a big possibility here.”

Another rural respondent, who primarily selected “negative” terms, highlights some of the challenges that the arts and culture face in their community, saying that “[arts and culture is] overlooked. Most of the community is under-educated when it comes to the arts. They think ‘painting’ or ‘drawing’ and not other things.”

A similar question attempted to understand the role of arts and culture in respondents’ communities, which can give us insight into how arts and culture is being used. Here again, terms associated with community and economic development were among the most common. Over 50% of leaders selected “economic development,” “tourism,” “quality of life,” and “community well-being.” These terms were somewhat more common in the tourism/CF survey, as were other terms like, “sense of community,” and “sense of belonging.”

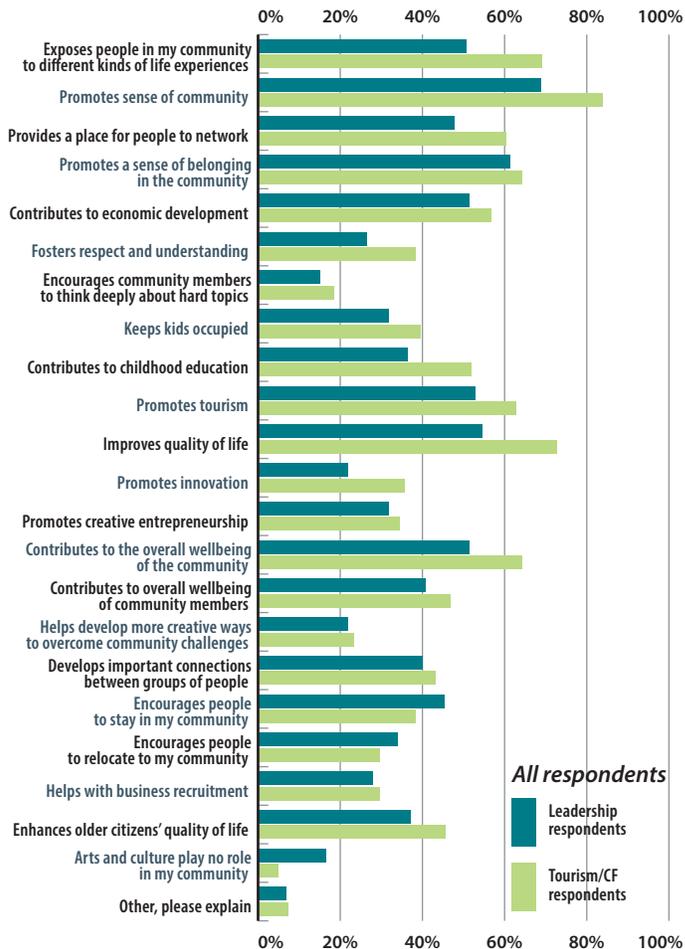
Rural/urban differences are not as pronounced here as with the terms associated with arts and culture, although they still exist to some degree. Rural leaders and tourism/CFs both were more likely to leave comments in the “other” section of this question, however. Overwhelmingly these comments express a perceived lack of a specific role for arts and culture in their community: “we don’t have one,” “I don’t see any,” “we have none in our community,” “most people travel out of town for culture or art events,” “at this time, Arts exist, but play no meaningful role to anyone aside from the developer of the art.” Despite this, one rural tourism director did note the important impact: “It is very sparse, but when it happens it has tremendous impact.”

Of the 38 potential arts and culture locations/activities (things like museums, art walks, and battlefields) provided to respondents, not a single one appeared in zero communities; indeed, only three appeared fewer than 10 times for the leaders’ survey (opera, statuary, and battlefields), and only four appeared fewer than 20 times in the tourism/CFs survey (opera, ballet, reenactments, and art therapy). There are some obvious differences between the rural and urban lists, however. For example, according to leaders, 14 locations appear in the rural communities represented fewer than 10 times (although this number is only 4 locations according to tourism/CFs), and 9% of rural leaders (vs. 2% of urban ones) claimed their communities had no arts and culture location or activity (for tourism/CFs these numbers are 2% and 0% respectively).

Similarly, the overwhelming majority of leaders (74%) and tourism/CFs (94%) report that their communities have some sort of important arts and culture event; unsurprisingly, this number is somewhat lower in rural communities (70% and 93% respectively), but the majority of leaders (67%) and tourism/CFs (82%) either strongly or somewhat agree that their communities have a strong base of arts and culture to build from. While these general percentages are similar across rural and urban, the composition of them is somewhat different. For example, more rural leaders

## What roles do arts and culture play in your community? (Select all that apply)

Note: See details in Appendix.



“somewhat agree” with this statement than “strongly agree” with it, whereas the opposite is true for urban leaders.

By and large, the most common reason respondents gave as to why this event is important to their community had something to do with community building or quality of life. This was followed fairly closely by tourism in both rural and urban areas, and also by celebration of culture or history in urban places. Explicit mention of economic development was rare in all cases (four each of rural leaders and tourism/CFs, and only one urban leader and two urban tourism/CFs).

There is a bit of a confounding difference between tourism/CFs and leadership in terms of their perception of how far people are willing to travel to their events, particularly in urban areas. Sixty-two percent of urban tourism respondents indicate that people are willing to travel 50 miles or more to reach their events, whereas only 39% of leadership indicate the same. The opposite is true for traveling less than 50 miles: 61% of leadership indicate that people are willing to travel less than 50 miles to their events, and only 38% of urban tourism/CFs. This flip is also evident between

rural leaders and tourism/CFs, but at a much smaller scale. Fifty-one percent of rural leaders indicate that people are willing to travel more than 50 miles (49% indicate that they are willing to travel less than 50 miles), whereas these percentages for rural tourism/CF respondents are 43% and 57%. A seemingly small discrepancy but understanding where attendees come from indicates if an event is primarily local, regional, or broader, which in turn can help focus targeted marketing. Of course, this difference may be due to municipal/county distinctions, but more information regarding these events and their target audience could be helpful.

Forty-two percent of leaders and 55% of tourism/CFs report that their community is currently using the arts to address challenges in the community. There is a disconnect in both cases between rural and urban, with more urban respondents (60% vs. 33% for leaders and 70% vs. 49% for tourism/CFs) across the board saying the arts are used to solve problems. There is also somewhat of a disconnect between leaders and tourism/CFs in terms of what those challenges are. Whereas eight rural leaders and four urban leaders indicated that one of the main challenges is downtown revitalization/arts districts, only one of each rural and urban tourism/CFs indicated as such. Similarly, while seven rural leaders and three urban leaders indicated that arts and culture is helping with community development projects or planning, only three rural tourism/CFs and zero urban tourism/CFs indicated the same. Notably, all four subgroups had at least one respondent indicate that arts and culture is helping them deal with issues around diversity and representation.

Over half of respondents (58% of leaders and 63% of tourism/CFs) either strongly or somewhat agree that arts and culture

are valued in their communities, with relatively little distinction between rural and urban communities. Combined with the belief that communities do not currently have adequate arts and culture, particularly in rural areas (only 19% of rural leaders and 34% of rural tourism/CFs agreed that their communities have an adequate amount of arts and culture, compared to 47% and 56% of their urban counterparts), there is a great opportunity, and even desire, for more arts and culture, particularly in rural communities.

Of course, creating more arts and culture opportunities requires funding, and the majority of respondents indicated that there is not sufficient funding for arts and culture in their community. This is true across rural and urban communities, but more so in rural communities, where 57% of leaders and 67% of tourism/CFs either somewhat or strongly disagree that arts funding is sufficient in their communities. It is worth noting that only 33% of urban leaders (but 64% of urban tourism/CFs) either somewhat or strongly disagree that arts funding is adequate.

Overwhelmingly, respondents clearly indicate that arts and culture should be publicly funded, although the details of at which level it should be funded varies. Fifty-seven percent of all leaders (53% of rural and 66% of urban) believe that the arts should be locally funded, whereas 83% believe it should be state funded and 73% believe it should be federally funded. A greater percentage of rural leaders than urban leaders support state and federal funding. Tourism/CFs, on the other hand, are fairly consistent across rural and urban and funding source: 85% of the total support local funding, 87% support state, and 81% support federal funding with no meaningful differences between rural and urban respondents.



**Many communities, especially those in rural areas, believe they lack adequate arts and culture. Viewing it as a great opportunity, though, fuels a desire to expand related offerings.**

**Goal 3:** Determine the priorities for arts and culture-focused community development programming in communities without a robust arts and culture vision.

*General take away:* While some leaders are certainly accurate in that they have much less arts and culture from which to build, it isn't that they have nothing. Rather, it may be that they need help to see their existing resources as arts and culture. Additionally, these leaders largely see arts and culture as an economic opportunity, and may be open to help from IAC (even though over 70% have never heard of IAC).

Thirty percent of leaders indicated that their community has little to no existing arts and culture activity. This is higher in rural communities (35%), but even 21% of urban leaders reported this. Respondents from tourism/CFs, on the other hand, are somewhat more optimistic. Only 17% of the total agree that there is little to no existing arts and culture activity in their communities, and this is exclusively reported by rural communities. Twenty-four percent of rural tourism/CF respondents indicated that their community has no arts and culture, while 0% of their urban counterparts did.

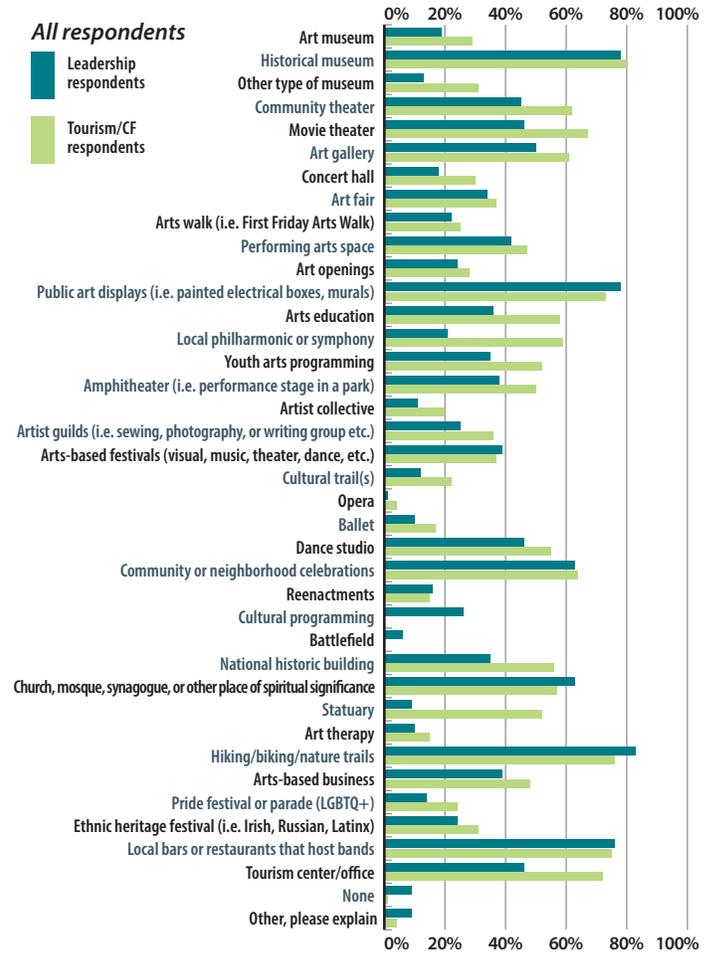
While the percentages were much lower, these respondents did indicate that their communities did have some arts and culture resources, however. A quarter, for example, indicated that their community has a historical museum, and 29% have some sort of community or neighborhood celebration. Forty percent have some sort of public art, 43% have a hiking, biking, or nature trail, and there is a place of worship and a place to listen to live music in 37% of these communities. Additionally, 43% of these respondents indicated that their community has some sort of important event, 26% of which are estimated to bring between 5,000-10,000 people to their communities.

Very few of these respondents indicate that arts and culture is utilized in either economic or community development plans, but 82% of them see arts and culture as an economic opportunity (although they, by and large, don't see arts-based development as more effective than traditional economic development). Moreover, over 42% of them believe their communities would be supportive of including arts and culture in economic and community development plans, and only 17% and 14% (respectively) somewhat disagree that their community would be supportive.

Only 29% of leaders in communities with low assets in arts and culture have ever heard of IAC, but their ranking in terms of what they would like from IAC is similar to what all community leaders want. See the Goal 4 findings (next section) for a more detailed description.

**Which of the following arts and culture or tourism locations/events exist in your community? (Select all that apply)**

Note: See details in Appendix.



1. Help connect with artists already in community.
2. Teach how to leverage the arts for community, economic, or tourism development.
  - This was split evenly with #1 and #6.
3. Develop public art.
4. Provide public performance or festivals.
5. Provide consultancy for cultural planning.
6. Connect artists with affordable housing.

**Goal 4:** Determine the extent to which communities would be receptive to capacity-building and training to prepare them for this type of work.

*General take away:* As indicated above, community leaders are poised to accept arts and culture as part of community and economic development, but they may need a push. The work IAC has done appears to have been effective in convincing tourism/CFs of this, and the majority of them have heard of or interacted with IAC, and if IAC wants to expand its impact, working with community leaders appears to be an obvious extension of the work they are already doing.

Forty-one percent of leaders said they are entirely unfamiliar with the IAC and only 45% had heard of it. This contrasts with only 8% of tourism/CFs who are unfamiliar and 81% who have at least heard of the IAC. The leadership position least likely to have heard of IAC in both rural and urban places were clerk treasurers (69% in urban and 57% in rural), followed by council or commission members in urban places (50%), and mayors in rural places (36%). Not a single urban tourism respondent indicated that they haven't heard of IAC, whereas 17% of rural CF directors indicated as such.

Tourism/CFs ranked the following functions as the top priorities for the IAC:

- **Leverage the arts for development:** 74%
- **Consult on cultural planning:** 62%
- **Develop public art:** 60%

Regarding how leaders felt about the role of the IAC, we present some rankings. This information shows the ranking #1 through #6, with #1 as the top priority and #6 as the last, based on the highest percentage of votes received. They are discrete.

- 32% ranked “connect artists with the community” as #1.
- 35% ranked “develop public art” as #3 .
- 30% ranked “provide performances and festivals” as #4.
- 38% ranked “consult on planning” as #5.
- 42% ranked “connect artists with affordable housing” as #6.
  - Of note, 26% ranked “leverage for development” as #1 (top priority) while 27% ranked it as #6 (last priority).

Interestingly, respondents were split regarding their #2 rank. The most commonly chosen #2 rank was “connecting artists with affordable housing” (22.5%), followed by “leveraging the arts for development” (19.8%).



**Working with community leaders appears to be an obvious extension of the work that Indiana Arts Commission is already doing.**



## Additional Findings

### Responses from Local Leadership vs. Tourism/Community Foundations

One must be careful in comparing municipal leadership responses to those from tourism and community foundations (CFs) because their service areas are not the same. Whereas, by definition, municipal leaders are likely to interpret “community” in terms of their municipality, tourism/CF representatives are more likely thinking of their service area, the county. All comparisons must be made with this important difference in mind.

In general, tourism/CF representatives are somewhat more optimistic about arts and culture in economic and community development than are municipal leaders, although both groups see arts and culture as having an important role.

- 88% of leaders and 96% of tourism/CFs either strongly or somewhat agree that arts and culture are an economic development opportunity.
- 34% of leaders believe that arts-based development is actually more effective than traditional economic development, whereas 62% of tourism/CF respondents agree with this statement.
- 71% of leaders and 92% of tourism/CFs either strongly or somewhat agree that it’s important to include arts in community planning initiatives.
- Although both leaders and tourism/CFs strongly or somewhat agree about the importance of art and culture on various community aspects, more tourism/CFs did so in every instance:
  - Arts and culture are important for quality of life: 71% vs. 93%
  - Arts and culture will attract population: 78% vs. 89%
  - Arts and culture will attract business: 73% vs. 81%
  - Arts and culture will help retain population: 66% vs. 81%

There is also somewhat of a disconnect between leaders and tourism/CFs regarding the extent to which arts and culture is already utilized in their communities; although, again, this may be a function of their interpretation of “community” as referring to either the municipality or entire county:

- There is a difference of opinion, for example, regarding whether arts are included in community development plans, with 46% of leaders asserting that it is, and 71% of tourism/CFs answering affirmatively.
- When asked if their community is currently using arts and culture to address challenges in the community, 42% of leaders indicated that they do whereas 55% of tourism/CFs so indicated the same.
  - There is also somewhat of a disconnect between leaders and tourism/CFs in terms of what those challenges are. Whereas 12 leaders indicated that one of the main challenges is downtown revitalization/arts districts, only two tourism/CF respondents indicated this was a challenge being addressed through arts and culture initiatives. Similarly, while 10 leaders indicated that arts and culture are helping with community development projects or planning, only three tourism/CF respondents indicated the same.
- Thirty percent of leaders indicated that their community has little-to-no existing arts and culture activity whereas only 17% of tourism/CFs agree that there is little-to-no existing arts and culture activity in their communities, and these respondents all represent rural organizations.
- On the other hand, an overwhelming majority of leaders (74%) and tourism/CFs (94%) report that their communities have some sort of important arts and culture event, and a majority of leaders (67%) and tourism/CFs (82%) either

strongly or somewhat agree that their communities have a strong base of arts and culture to build from.

Of particular interest to IAC, there is a distinct disconnect between leaders and tourism/CFs who have heard of IAC:

- Forty-one percent of leaders said they are entirely unfamiliar with IAC and only 45% had ever heard of it. This contrasts with only 8% of tourism/CFs who are unfamiliar and 81% who have at least heard of IAC.

Finally, leaders and tourism/CFs both perceive COVID-19 as having a relatively small impact on arts and culture in Indiana. Indeed, respondents in both groups indicated a belief that the impact has been positive.

- 79% of tourism/CFs and 92% of leaders said COVID had not permanently shuttered an arts location. This slight disconnect between tourism/CFs and leadership could be a function of the county-wide scope of the tourism/CFs, a potential lack of awareness among leadership, or perhaps the

places hardest hit were the small outlier communities without leadership representation on this survey.

- Examples of positive impacts of COVID from tourism/CFs respondents:
  - “Live performance has had to adapt via virtual and hybrid programming mostly. In some ways the pandemic has made our arts organizations more nimble and adaptive.”
  - “Our foundation has become a critical funder to arts organizations during the pandemic ...”
  - “It is a more focused effort for quality of place improvements to assist with talent attraction, new business attraction, and new residents.”
- Examples of positive impacts of COVID from leaders:
  - Association with arts and culture has “increased in order to assist recovery in tourism economy”
  - There has been “increased engagement and outreach”
  - We “started [a] city arts council.”

## Rural vs. Urban Communities

There are a number of ways in which one would expect rural and urban places to differ in terms of how they view and use arts and culture in community and economic development, the majority of which are associated with funding and resources. The results here largely reflect these differences. Somewhat surprisingly, there are fewer ideological differences between rural and urban places than one might expect, which the researchers suspect is a reflection of the hard work that state agencies such as IAC and the Office of Community and Rural Affairs (OCRA), as well as university-based centers such as the Indiana Communities Institute (ICI) and the Center for Business and Economic Research (Ball State CBER), have done over the last decade.

Both rural and urban communities understand the importance of arts and culture in community and economic development strategies:

- There is virtually no difference between rural and urban leaders who believe that arts-based development is more effective than traditional economic development (about 34%), but a greater difference between rural and urban tourism/CFs. While more than half (55%) of rural tourism/CFs still agreed with this statement, over three-fourths (79%) of urban tourism/CFs did so.
- Positive terms associated with arts and culture in their community were more common coming from urban respondents, but they were also the most common from rural respondents. For example, while fully 65% of urban leaders said they associate “community development” with arts and culture in their community, that number was less in rural places. However, at 41%, “community development” was still

the third most commonly selected term for rural leaders (beat out only by “tourism” at 47% and “growing” at 43%).

- The rural/urban difference is starker with responses from tourism/CFs. In urban areas, the three most common terms were “tourism” (88%), “quality of life” (84%) and “community development” (72%), whereas the most common terms for rural tourism/CFs are “underfunded” (57%) and “limited” (54%) – although tie for the third most common (at 50%) was “tourism” and “growing.”
  - Over half of respondents (58% of leaders and 63% of tourism/CFs) either strongly or somewhat agree that arts and culture are valued in their communities, with relatively little distinction between rural and urban communities. Combined with the belief that communities do not currently have adequate arts and culture, particularly in rural areas (only 19% of rural leaders and 34% of rural tourism/CFs agreed that their communities have an adequate amount of arts and culture, compared to 47% and 56% of their urban counterparts), indicates that there is a great opportunity, and even desire, for more arts and culture, particularly in rural communities.
- When it comes to the actual use of arts and culture, however, there is a larger divide between rural and urban places, which, again, is likely reflective of resources and funding rather than ideology:
- While an overwhelming majority of leaders (74%) and tourism/CFs (94%) report that their communities have some sort of important arts and culture event, this number is somewhat lower in rural than urban communities (70% and 93% respectively).

- Forty-two percent of leaders and 55% of tourism/CFs report that their community is currently using the arts to address challenges in the community. There is a disconnect in both cases between rural and urban, with more urban respondents (60% vs. 33% for leaders and 70% vs. 49% for tourism/CFs) across the board saying the arts are used to solve problems.
- Notably, 30% of all leaders indicated that their community has little to no existing arts and culture activity. This is higher in rural communities (35%), but even 21% of urban leaders reported this.
  - Tourism/CFs, on the other hand, are somewhat more optimistic. Only 17% of the total agree that there is little to no existing arts and culture activity in their communities, and this is exclusively reported by rural communities. Twenty-four percent of rural tourism/CF respondents indicated

that their community has no arts and culture, while 0% of their urban counterparts reported this.

Of particular interest to IAC, there is not a strong distinction between rural and urban leadership in terms of whether or not they have heard of IAC.

- Forty-one percent of leaders and 8% of tourism/CFs said they are entirely unfamiliar with IAC and only 45% have heard of it.
  - The leadership position least likely to have heard of IAC in both rural and urban places were Clerk Treasurers (69% in urban and 57% in rural), followed by council or commission members in urban places (50%), and mayors in rural places (36%). Not a single urban tourism respondent indicated that they haven't heard of IAC, whereas 17% of rural CF directors indicated as such.

## COVID-19

*General take away:* Respondents don't see a significant impact of COVID on arts and culture venues in Indiana nor a significant change in the role of arts and culture in communities.

Overwhelmingly, and somewhat surprisingly, respondents perceive COVID as having relatively little direct impact on the arts and culture in their communities. Seventy-nine percent of tourism/CFs and 92% of leaders report that COVID had not permanently shuttered an arts location.

A slight rural/urban differential is present among tourism/CFs, as only 60% of urban tourism/CFs claimed this to be true, whereas 87% of rural tourism/CFs did so. There is a slight disconnect between tourism/CFs and municipal leadership on this issue, which could be a function of the county-wide scope of the tourism/CFs, a potential lack of awareness among leadership, or perhaps the places hardest hit were the small outlier communities without leadership representation on this survey.

Additionally, while the pandemic has been extremely challenging, arts and culture have continued to bring value to their communities. Although a majority of responses to the question, "how has COVID impacted arts and culture in your community" are along the lines of "events were postponed or canceled," a not-insignificant number of respondents perceive that COVID has had a positive impact on arts and culture.

One urban respondent saw the arts in their community change in response to the restrictions on in-person events:

- "In some ways the pandemic has made our arts organizations more nimble and adaptive."

Several rural respondents reflected on the impact on their own organization:

- "Our foundation has become a critical funder to arts organizations during the pandemic..."
- "It is a more focused effort for quality of place improvements to assist with talent attraction, new business attraction, and new residents."

Equal numbers (roughly three-fourths) of leaders and tourism/CFs report their own personal association with the arts and culture in their communities haven't changed since the start of COVID, and 68% of leaders say COVID has not changed the role of the arts in their community either (question not asked of tourism/CFs). Moreover, the majority of respondents in both surveys (64% of leaders and 78% of tourism/CFs) report that they have personally attended an art event since the start of COVID; this was the most common for urban tourism/CFs, 92% of whom report they've been to an event.

Virtually no one attended these events exclusively or even primarily online. Eighty-four percent of leaders (91% rural; 73% urban) and 58% of tourism/CFs (74% rural; 30% urban) said they attended events in person. Sixty-one percent of urban tourism/CFs attended events both in person and online.

## Artists

*General take away:* Although artists are active in their communities, there is a disconnect between how much local leaders and tourism/CFs think that artists could help their communities and how much they actually are helping.

Fifty-eight percent of leaders and 63% of tourism/CFs either somewhat or strongly agree that artists are valued in their community. These numbers in both cases are relatively stable across rural and urban respondents.

While artists are more likely to be viewed as leaders in urban communities, 52% of all local government leaders and 64% of all tourism/CFs say that they can think of an artist who is a leader in their community. Relatively equal percentages of rural and

urban respondents say that artists are active in community issues, however, with a total of 49% of municipal leaders and 53% of tourism/CFs.

Of note, while both leaders and tourism/CFs agree that artists can bring better solutions to community problems, this perspective is more likely among tourism/CFs generally (69% of tourism/CFs report this whereas 58% of leaders do), and among urban leaders (66% of urban leaders vs. 50% of rural leaders). This implies a disconnect between the perception of how helpful artists can be to their communities and how involved they actually are. Better, more deliberate engagement, could be a solution.

## Affiliation with the Arts

*General take away:* While the majority of local leaders and tourism/CFs both report having attended arts and culture events, there is ample opportunity for additional outreach to those who don't believe themselves to be affiliated with the arts at all.

Sixty-three percent of leadership (overall) attended an event, but 22% don't believe they are associated with the arts; in contrast, 83% of tourism/CFs mentioned attending an event and only 1% said they are not associated. These numbers are not significantly different between rural and urban respondents.

While urban leaders report attending more events on average than their rural counterparts (11.5 events per year for urban

leaders vs. 9.3 events per year for rural leaders), rural leaders report attending more events outside their own community (4.2 vs. 3.8 events per year).

While certainly this is likely correlated with the number of events that occur within communities, it is of note that rural leaders are willing to travel to go to events. Alternatively, the difference between rural and urban tourism respondents is smaller for total events attended (12.2 vs. 13.9 events respectively), and there is effectively no difference between the two in terms of the number of events they are willing to attend outside of their own community (4.2 vs 4.6 events).



**There is ample opportunity for additional outreach to those who don't believe themselves to be affiliated with the arts at all.**



## Conclusions and Recommendations

1. The work that IAC is doing with the tourism organizations and community foundations (CFs) about using arts and culture as a community and economic development tool seems to be effective; while there is also a clear base of support for arts in development planning from leadership, IAC might want to expand their messaging to community leaders if they want to continue advancing this message.
2. There is a strong base of arts and culture support and activity related to community and economic development that can be expanded and used. Both leaders and tourism/CFs not only see arts and culture as a mechanism to achieve community, economic, and tourism goals, but they are already using it to some degree. There is, unsurprisingly, less of this activity in rural communities, but even there many communities have a base from which to grow.
3. While some leaders are certainly accurate in that they have much less arts and culture from which to build, it is not that they have nothing. Rather, it may be that they need help to see their existing resources as arts and culture. Additionally, these leaders largely see arts and culture as an economic opportunity and may be open to help from IAC (even though over 70% have never heard of IAC).
4. Community leaders are poised to accept arts and culture as part of community and economic development, but they may need encouragement. The work IAC has done appears to have been effective in convincing tourism/CFs of this, and the majority of them have heard of or interacted with IAC. If IAC wants to expand its impact, working with community leaders appears to be an obvious extension of the work they are already doing, as 41% of leaders reported they are entirely unfamiliar with IAC (versus only 8% of tourism/CFs, and those entirely in rural communities).
5. Respondents do not perceive there to be a significant impact of COVID on arts and culture venues in Indiana nor a significant change in the role of arts and culture in their communities, although individual communities have turned more fully to quality-of-life development.
6. Although artists are active in their communities, there is a disconnect between how much leaders and tourism/CFs think that artists could help their communities and how much they actually are helping.
7. While the majority of leaders and tourism/CFs both report having attended arts and culture events, there is ample opportunity for additional outreach to those who don't believe themselves to be affiliated with the arts at all.

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The Indiana Communities Institute at Ball State University addresses the modern challenges of economic development, leading to sustainable, community-based projects and informed, effective strategies.

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# Appendix A: Responses to the Local Government Leadership Survey

## Has the population in your community increased, decreased, or stayed about the same since 2010?

	Total		Rural		Urban	
Increased	61	47%	33	38%	28	65%
Decreased	30	23%	25	29%	5	12%
Same	39	30%	29	33%	10	23%
n=	130		87		43	

## How long have you lived in your community? (Note: If you have left and returned, please report the amount of time since you most recently returned.)

	Total	Rural	Urban
Range	< 1 year to 72 years	< 1 year to 65 years	1 year to 72 years
Mean	36.2 years	36.8 years	35 years

## Which best describes your community affiliation?

	Total		Rural		Urban	
Mayor	36	28%	25	29%	11	26%
Town manager	13	10%	6	7%	7	16%
Clerk treasurer	60	46%	47	54%	13	30%
City, town, or county council member/commissioner	5	4%	3	3%	2	5%
Other, please specify*	16	12%	6	7%	10	23%
n=	130		87		43	

\*"Other" answers

Administrative assistant  
Administrative assistant  
Appointed position  
City clerk  
City clerk  
City community development director  
Community development  
Community development specialist  
Department head  
Director of infrastructure  
Economic development  
Economic development specialist  
Executive admin  
Nonprofit board member  
Planning and zoning assistant director  
Public art administrator

Administrative assistant  
Community development  
Director of infrastructure  
Economic development  
Economic development specialist  
Nonprofit board member

Administrative assistant  
Appointed position  
City clerk  
City clerk  
City community development director  
Community development specialist  
Department head  
Executive admin  
Planning and zoning assistant director  
Public art administrator

## Is your leadership position part time or full time?

	Total		Rural		Urban	
Full time	105	81%	67	77%	38	88%
Part time	25	19%	20	23%	5	12%
n=	130		87		43	

## How long have you served in your leadership position?

	Total	Rural	Urban
Range	1 year to 47 years	1 year to 47 years	1 year to 30 years
Mean	8.4 years	8.7	8

## Is your leadership position paid?

	Total		Rural		Urban	
Yes	129	99%	86	99%	43	100%
No	1	1%	1	1%	0	0%
n=	130		87		43	

## Do you have another job in addition to your leadership position?

	Total		Rural		Urban	
Yes	27	21%	24	28%	3	7%
No	103	79%	63	72%	40	93%
n=	130		87		43	

## What best describes your affiliation with arts and culture or tourism in your community?

(Select all that apply)

	Total (Yes)		Rural (Yes)		Urban (Yes)	
Attend art events	83	63%	48	55%	35	81%
Artist	8	6%	7	8%	1	2%
Art funder	12	9%	6	7%	6	14%
Paid staff of organization that provides arts and culture programming	9	7%	3	3%	6	14%
Volunteer for organization that provides arts and culture programming	25	19%	16	18%	9	21%
Paid staff of arts-oriented business	0	0%	0	0%	0	0%
Proprietor of arts-oriented business	1	1%	1	1%	0	0%
In a partnership with an arts and culture organization	28	21%	15	17%	13	30%
Paid staff of organization that provides tourism-orientated programming	4	3%	3	3%	1	2%
Volunteer for organization that provides tourism-orientated programming	16	12%	12	14%	4	9%
Paid staff of tourism-oriented business	0	0%	0	0%	0	0%
Proprietor of tourism-oriented business	2	2%	2	2%	0	0%
In a partnership with a tourism organization	12	9%	12	14%	11	26%
None; I don't engage with the arts in my community	29	22%	21	24%	8	19%
Other, please explain	15	11%	1	1%	3	7%
n=	132		87		43	

## Has your affiliation with the arts community changed since the beginning of COVID-19 in March 2020?

	Total		Rural		Urban	
Yes	34	26%	23	26%	11	26%
No	96	74%	64	74%	32	74%
n=	130		87		43	

## Have any arts, cultural, or tourism locations permanently closed since the beginning of COVID-19 in March 2020?

	Total		Rural		Urban	
Yes	10	8%	6	7%	4	9%
No	120	92%	81	93%	39	91%
n=	130		87		43	

## Since the beginning of COVID-19 in March 2020, have you attended any arts, cultural, or tourism events?

	Total		Rural		Urban	
Yes	83	64%	53	61%	30	70%
No	47	36%	34	39%	13	30%
n=	130		87		43	

## Did you attend those events virtually or in person? (Select all that apply)

	Total		Rural		Urban	
Virtually	0	0%	0	0%	0	0%
In person	70	84%	48	91%	22	73%
Both	13	16%	5	9%	8	27%
n=	83		53		30	

**Which of the following arts and culture or tourism locations/events exist in your community?**  
(Select all that apply)

	Total (Yes)		Rural (Yes)		Urban (Yes)	
Art museum	19	14%	8	9%	11	26%
Historical museum	78	59%	47	54%	31	72%
Other type of museum	13	10%	5	6%	8	19%
Community theater	45	34%	20	23%	25	58%
Movie theater	46	35%	27	31%	19	44%
Art gallery	50	38%	28	32%	22	51%
Concert hall	18	14%	8	9%	10	23%
Art fair	34	26%	20	23%	14	33%
Arts walk (i.e. First Friday Arts Walk)	22	17%	8	9%	14	33%
Performing arts space	42	32%	21	24%	21	49%
Art openings	24	18%	12	14%	12	28%
Public art displays (i.e. painted electrical boxes, murals)	78	59%	44	51%	34	79%
Arts education	36	27%	17	20%	19	44%
Local philharmonic or symphony	21	16%	6	7%	15	35%
Youth arts programming	35	27%	17	20%	18	42%
Amphitheater (i.e. performance stage in a park)	38	29%	18	21%	20	47%
Artist collective	11	8%	3	3%	8	19%
Artist guilds (i.e. sewing, photography, or writing group etc.)	25	19%	14	16%	11	26%
Arts-based festivals (visual, music, theater, dance, etc.)	39	30%	22	25%	17	40%
Cultural trail(s)	12	9%	5	6%	7	16%
Opera	1	1%	0	0%	1	2%
Ballet	10	8%	1	1%	9	21%
Dance studio	46	35%	25	29%	21	49%
Community or neighborhood celebrations	63	48%	39	45%	24	56%
Reenactments	16	12%	6	7%	10	23%
Cultural programming	26	20%	10	11%	16	37%
Battlefield	6	5%	2	2%	4	9%
National historic building	35	27%	21	24%	14	33%
Church, mosque, synagogue, or other place of spiritual significance	63	48%	35	40%	28	65%
Statuary	9	7%	6	7%	3	7%
Art therapy	10	8%	5	6%	5	12%
Hiking/biking/nature trails	83	63%	50	57%	33	77%
Arts-based business	39	30%	19	22%	20	47%
Pride festival or parade (LGBTQ+)	14	11%	4	5%	10	23%
Ethnic heritage festival (i.e. Irish, Russian, Latinx)	24	18%	10	11%	14	33%
Local bars or restaurants that host bands	76	58%	44	51%	32	74%
Tourism center/office	46	35%	28	32%	18	42%
None	9	7%	8	9%	1	2%
Other, please explain	9	7%	7	8%	2	5%
n=	132		87		43	

**In a normal (non-pandemic) year, approximately how many arts events do you personally attend or participate in WITHIN your community?**

	Total		Rural		Urban	
Range	0-48		0-48		0-30	
Mean	6		5.1		7.7	

**In a normal (non-pandemic) year, approximately how many arts events do you personally attend or participate in OUTSIDE OF your community?**

	Total		Rural		Urban	
Range	0-36		0-1		0-16	
Mean	4.1		4.2		3.8	

**Think about the most important of the arts and cultural events that happen in your community in a normal (non-pandemic) year...**

**My community has an important arts and cultural event:**

	Total		Rural		Urban	
Yes	94	74%	59	70%	35	81%
No	33	26%	25	30%	8	19%
n=	127		84		43	

**What groups attend this event?**  
(Select all that apply)

People in my community						
	Total		Rural		Urban	
Yes	94	71%	60	69%	34	79%
No	38	29%	27	31%	9	21%
n=	132		87		43	

**Approximately how many people typically attend this event?**

	Total		Rural		Urban	
Less than 100	5	6%	2	3%	3	9%
100-499	15	17%	10	17%	5	16%
500-999	10	11%	8	14%	2	6%
1000-4999	19	21%	16	28%	3	9%
5000-9999	8	9%	5	9%	3	9%
10000-49999	15	17%	6	10%	9	28%
More than 50K	1	1%	1	2%	0	0%
Unsure	7	8%	5	9%	2	6%
Thousands	7	8%	3	5%	4	13%
Hundreds	3	3%	2	3%	1	3%
n=	90		58		32	

**People in my county**

	Total		Rural		Urban	
Yes	88	67%	57	66%	31	72%
No	44	33%	30	34%	12	28%
n=	132		87		43	

**People in surrounding counties (regional)**

	Total		Rural		Urban	
Yes	78	59%	49	56%	29	67%
No	54	41%	38	44%	14	33%
n=	132		87		43	

**People from around the state**

	Total		Rural		Urban	
Yes	55	42%	38	44%	17	40%
No	77	58%	49	56%	26	60%
n=	132		87		43	

**People from around the country**

	Total		Rural		Urban	
Yes	32	24%	23	26%	9	21%
No	100	76%	64	74%	34	79%
n=	132		87		43	

**People from around the world**

	Total		Rural		Urban	
Yes	10	8%	7	8%	3	7%
No	122	92%	80	92%	40	93%
n=	132		87		43	

**How far are people willing to travel to attend this event?**

	Total		Rural		Urban	
Less than 25 miles	23	25%	12	20%	11	32%
25-49 miles	27	29%	17	29%	10	29%
50-99 miles	15	16%	7	12%	8	24%
More than 100	28	30%	23	39%	5	15%
n=	93		59		34	

## What terms do you associate with arts and culture in your community? *(Select all that apply)*

	Total (Yes)		Rural (Yes)		Urban (Yes)	
Strong	28	21%	12	14%	16	37%
Vibrant	34	26%	15	17%	19	44%
Growing	62	47%	37	43%	25	58%
Struggling	31	23%	22	25%	9	21%
Diverse	26	20%	12	14%	14	33%
Community identity	42	32%	29	33%	13	30%
Education	45	34%	28	32%	17	40%
Learning	38	29%	26	30%	12	28%
Collaborative	40	30%	23	26%	17	40%
Economic development	57	43%	33	38%	24	56%
Talent attraction	40	30%	22	25%	18	42%
Dynamic	17	13%	5	6%	12	28%
Engaged	29	22%	13	15%	16	37%
Stretched	11	8%	5	6%	6	14%
Dying	3	2%	3	3%	0	0%
Non-existent	9	7%	7	8%	2	5%
Insular	0	0%	0	0%	0	0%
Siloed	5	4%	4	5%	1	2%
Underfunded	33	25%	20	23%	13	31%
Overfunded	0	0%	0	0%	0	0%
Quality of life	58	44%	35	40%	23	55%
Limited	21	16%	15	17%	6	14%
Parochial	6	5%	3	3%	3	7%
Accessible	30	23%	18	21%	12	29%
Relevant	34	26%	22	25%	12	29%
Stagnant	10	8%	10	11%	0	0%
Community development	63	48%	36	41%	27	64%
Tourism	62	47%	41	47%	21	50%
Other, please explain	7	5%	4	5%	3	7%
n=	132		87		43	

## To what extent do you agree or disagree with the following statements?

The arts are accessible to everyone in my community						
	Total		Rural		Urban	
Strongly agree	39	31%	25	30%	14	33%
Somewhat agree	46	37%	26	31%	20	48%
Neither	23	18%	20	24%	3	7%
Somewhat disagree	12	10%	9	11%	3	7%
Strongly disagree	6	5%	4	5%	2	5%
n=	126		84		42	

My community is supportive of the arts						
	Total		Rural		Urban	
Strongly agree	40	32%	25	30%	15	36%
Somewhat agree	50	40%	32	38%	18	43%
Neither	31	25%	22	26%	9	21%
Somewhat disagree	4	3%	4	5%	0	0%
Strongly disagree	1	1%	1	1%	0	0%
n=	126		84		42	

The arts are affordable in my community						
	Total		Rural		Urban	
Strongly agree	32	25%	18	21%	14	33%
Somewhat agree	47	37%	30	36%	17	40%
Neither	38	30%	29	35%	9	21%
Somewhat disagree	5	4%	4	5%	1	2%
Strongly disagree	4	3%	3	4%	1	2%
n=	126		84		42	

My community has an adequate amount of arts and culture activities						
	Total		Rural		Urban	
Strongly agree	10	8%	4	5%	6	14%
Somewhat agree	29	23%	15	18%	14	33%
Neither	25	20%	19	23%	6	14%
Somewhat disagree	42	33%	31	37%	11	26%
Strongly disagree	20	16%	15	18%	5	12%
n=	126		84		42	

Arts and culture have adequate funding in my community						
	Total		Rural		Urban	
Strongly agree	5	4%	2	2%	3	7%
Somewhat agree	27	21%	17	20%	10	24%
Neither	32	25%	17	20%	15	36%
Somewhat disagree	36	29%	27	32%	9	21%
Strongly disagree	26	21%	21	25%	5	12%
n=	126		84		42	

## What roles do the arts and culture play in your community? (Select all that apply)

	Total (Yes)		Rural (Yes)		Urban (Yes)	
Exposes people in my community to different kinds of life experiences	67	51%	37	43%	30	70%
Promotes sense of community	91	69%	60	69%	31	72%
Provides a place for people to network	63	48%	41	47%	22	51%
Promotes a sense of belonging in the community	81	61%	51	59%	30	70%
Contributes to economic development	68	52%	42	48%	26	60%
Fosters respect and understanding	35	27%	18	21%	17	40%
Encourages community members to think deeply about hard topics	20	15%	9	10%	11	26%
Keeps kids occupied	42	32%	26	30%	16	37%
Contributes to childhood education	48	36%	27	31%	21	49%
Promotes tourism	70	53%	46	53%	24	56%
Improves quality of life	72	55%	46	53%	26	60%
Promotes innovation	29	22%	15	17%	14	33%
Promotes creative entrepreneurship	42	32%	27	31%	15	35%
Contributes to the overall wellbeing of the community	68	52%	41	47%	27	63%
Contributes to overall wellbeing of community members	54	41%	32	37%	22	51%
Helps develop more creative ways to overcome community challenges	29	22%	19	22%	10	23%
Develops important connections between groups of people	53	40%	34	39%	19	44%
Encourages people to stay in my community	60	45%	34	39%	26	60%
Encourages people to relocate to my community	45	34%	28	32%	17	40%
Helps with business recruitment	37	28%	19	22%	18	42%
Enhances older citizens' quality of life	49	37%	30	34%	19	44%
Arts and culture play no role in my community	22	17%	17	20%	5	12%
Other, please explain	9	7%	7	8%	2	5%
	Yes (n=132)		Yes (n=87)		Yes (n=43)	

### Has the role of the arts in your community changed as a result of COVID-19?

	Total		Rural		Urban	
Yes	40	32%	29	35%	11	26%
No	86	68%	55	65%	31	74%
n=	126		84		42	

### Are the arts included in your community's ECONOMIC development plans?

	Total		Rural		Urban	
Yes	59	47%	37	44%	22	52%
No	67	53%	47	56%	20	48%
n=	126		84		42	

### Are the arts included in your community's COMMUNITY development plans?

	Total		Rural		Urban	
Yes	58	46%	36	43%	22	52%
No	67	54%	47	57%	20	48%
n=	125		83		42	

### Does your community have a CULTURAL plan?

	Total		Rural		Urban	
Yes	15	12%	5	6%	10	24%
No	110	88%	78	94%	32	76%
n=	125		83		42	

## To what extent do you agree or disagree with the following statements?

Arts and culture can be an opportunity for economic development						
	Total		Rural		Urban	
Strongly agree	65	55%	42	54%	23	58%
Somewhat agree	39	33%	24	31%	15	38%
Neither	14	12%	12	15%	2	5%
Somewhat disagree	0	0%	0	0%	0	0%
Strongly disagree	0	0%	0	0%	0	0%
n=	118		78		40	

My community should publicly fund arts and culture initiatives						
	Total		Rural		Urban	
Strongly agree	23	19%	12	15%	11	28%
Somewhat agree	45	38%	30	38%	15	38%
Neither	45	38%	33	42%	12	30%
Somewhat disagree	4	3%	2	3%	2	5%
Strongly disagree	1	1%	1	1%	0	0%
n=	118		78		40	

Arts and culture-based development programs are under-utilized in my community						
	Total		Rural		Urban	
Strongly agree	12	10%	11	14%	1	3%
Somewhat agree	57	48%	36	46%	21	53%
Neither	30	25%	23	29%	7	18%
Somewhat disagree	16	14%	8	10%	8	20%
Strongly disagree	3	3%	0	0%	3	8%
n=	118		78		40	

State funding should be available for community-level economic, tourism, and community development in the arts						
	Total		Rural		Urban	
Strongly agree	49	42%	30	38%	19	48%
Somewhat agree	48	41%	35	45%	13	33%
Neither	17	14%	10	13%	7	18%
Somewhat disagree	4	3%	3	4%	1	3%
Strongly disagree	0	0%	0	0%	0	0%
n=	118		78		40	

Federal funding should be available for community-level economic, tourism, and community development in the arts						
	Total		Rural		Urban	
Strongly agree	41	35%	35	45%	16	40%
Somewhat agree	45	38%	33	42%	12	30%
Neither	24	20%	16	21%	8	20%
Somewhat disagree	4	3%	3	4%	1	3%
Strongly disagree	4	3%	1	1%	3	8%
n=	118		78		40	

A thriving arts and culture sector/industry is important to the quality of life in my community						
	Total		Rural		Urban	
Strongly agree	47	40%	27	35%	20	50%
Somewhat agree	37	31%	25	32%	12	30%
Neither	31	26%	23	29%	8	20%
Somewhat disagree	3	3%	3	4%	0	0%
Strongly disagree	0	0%	0	0%	0	0%
n=	118		78		40	

Further developing the arts and culture in my community will help attract population to my community						
	Total		Rural		Urban	
Strongly agree	50	42%	30	38%	20	50%
Somewhat agree	42	36%	28	36%	14	35%
Neither	22	19%	17	22%	5	13%
Somewhat disagree	4	3%	3	4%	1	3%
Strongly disagree	0	0%	0	0%	0	0%
n=	118		78		40	

Further developing the arts and culture in my community will help attract new businesses to my community						
	Total		Rural		Urban	
Strongly agree	44	37%	26	33%	18	45%
Somewhat agree	42	36%	25	32%	17	43%
Neither	31	26%	26	33%	5	13%
Somewhat disagree	1	1%	1	1%	0	0%
Strongly disagree	0	0%	0	0%	0	0%
n=			78		40	

Further developing the arts and culture in my community will help retain population						
	Total		Rural		Urban	
Strongly agree	38	32%	23	29%	15	38%
Somewhat agree	40	34%	24	31%	16	40%
Neither	35	30%	27	35%	8	20%
Somewhat disagree	5	4%	4	5%	1	3%
Strongly disagree	0	0%	0	0%	0	0%
n=	118		78		40	

My community has a base of arts and culture that it can build from						
	Total		Rural		Urban	
Strongly agree	36	31%	19	24%	17	43%
Somewhat agree	42	36%	29	37%	13	33%
Neither	21	18%	15	19%	6	15%
Somewhat disagree	11	9%	9	12%	2	5%
Strongly disagree	8	7%	6	8%	2	5%
n=	118		78		40	

Continued next page »

**Continued: To what extent do you agree or disagree with the following statements?**

My community has little to no existing arts activity						
	Total		Rural		Urban	
Strongly agree	14	12%	11	14%	3	8%
Somewhat agree	21	18%	16	21%	5	13%
Neither	18	15%	14	18%	4	10%
Somewhat disagree	29	25%	19	24%	10	25%
Strongly disagree	26	22%	18	23%	18	45%
n=	118		78		40	

My community would support economic development initiatives that include the arts						
	Total		Rural		Urban	
Strongly agree	31	26%	21	27%	10	25%
Somewhat agree	47	40%	30	38%	17	43%
Neither	33	28%	21	27%	12	30%
Somewhat disagree	7	6%	6	8%	1	3%
Strongly disagree	0	0%	0	0%	0	0%
n=	118		78		40	

My community would support community development initiatives that include the arts						
	Total		Rural		Urban	
Strongly agree	35	30%	20	26%	15	38%
Somewhat agree	47	40%	32	41%	15	38%
Neither	30	25%	21	27%	9	23%
Somewhat disagree	6	5%	5	6%	1	3%
Strongly disagree	0	0%	0	0%	0	0%
n=	118		78		40	

My community already supports development programs that include the arts						
	Total		Rural		Urban	
Strongly agree	22	19%	12	15%	10	25%
Somewhat agree	44	37%	27	35%	17	43%
Neither	32	27%	23	29%	9	23%
Somewhat disagree	10	8%	8	10%	2	5%
Strongly disagree	10	8%	8	10%	2	5%
n=	118		78		40	

Economic development initiatives that include the arts are more effective than traditional economic development programs (like tax incentives for business relocation)						
	Total		Rural		Urban	
Strongly agree	16	14%	10	13%	6	15%
Somewhat agree	24	20%	16	21%	8	20%
Neither	62	53%	43	55%	19	48%
Somewhat disagree	14	12%	9	12%	5	13%
Strongly disagree	2	2%	0	0%	2	5%
n=	118		78		40	

Artists are valued in my community						
	Total		Rural		Urban	
Strongly agree	18	15%	10	13%	8	20%
Somewhat agree	51	43%	33	42%	18	45%
Neither	37	31%	25	32%	12	30%
Somewhat disagree	10	8%	8	10%	2	5%
Strongly disagree	2	2%	2	3%	0	0%
n=	118		78		40	

It's important to include the arts and culture sector in community planning decisions						
	Total		Rural		Urban	
Strongly agree	38	32%	25	32%	13	33%
Somewhat agree	46	39%	29	37%	17	43%
Neither	32	27%	22	28%	10	25%
Somewhat disagree	2	2%	2	3%	0	0%
Strongly disagree	0	0%	0	0%	0	0%
n=	118		78		40	

**To the best of your knowledge, is your community currently engaging with artists or arts and culture organizations to address challenges faced by your community?**

	Total		Rural		Urban	
Yes	50	42%	26	33%	24	60%
No	68	58%	52	67%	16	40%
n=	118		78		40	

**To what extent do you agree or disagree with the following statements?**

Artists positively impact our community						
	Total		Rural		Urban	
Strongly agree	54	47%	33	43%	21	53%
Somewhat agree	41	35%	26	34%	15	38%
Neither	19	16%	15	20%	4	10%
Somewhat disagree	0	0%	0	0%	0	0%
Strongly disagree	2	2%	2	3%	0	0%
n=	116		76		40	

Our local economy is better off because of artists						
	Total		Rural		Urban	
Strongly agree	40	34%	24	32%	16	40%
Somewhat agree	32	28%	19	25%	13	33%
Neither	39	34%	29	38%	10	25%
Somewhat disagree	4	3%	3	4%	1	3%
Strongly disagree	1	1%	1	1%	0	0%
n=	116		76		40	

I want artists to live in my community						
	Total		Rural		Urban	
Strongly agree	59	51%	39	51%	20	50%
Somewhat agree	38	33%	23	30%	15	38%
Neither	19	16%	14	18%	5	13%
Somewhat disagree	0	0%	0	0%	0	0%
Strongly disagree	0	0%	0	0%	0	0%
n=	116		76		40	

I can think of an artist in my community who is a leader (is on a board; serves on a planning team)						
	Total		Rural		Urban	
Strongly agree	38	33%	21	28%	17	43%
Somewhat agree	22	19%	12	16%	10	25%
Neither	36	31%	28	37%	8	20%
Somewhat disagree	8	7%	6	8%	2	5%
Strongly disagree	10	9%	7	9%	3	8%
n=	115		75		40	

Artists are active in community issues						
	Total		Rural		Urban	
Strongly agree	20	17%	12	16%	8	20%
Somewhat agree	37	32%	24	32%	13	33%
Neither	40	34%	28	37%	12	30%
Somewhat disagree	11	9%	6	8%	5	13%
Strongly disagree	8	7%	6	8%	2	5%
n=	116		76		40	

Artists can bring better solutions to community issues						
	Total		Rural		Urban	
Strongly agree	20	17%	13	17%	7	18%
Somewhat agree	44	38%	25	33%	19	48%
Neither	47	41%	35	46%	12	30%
Somewhat disagree	5	4%	3	4%	2	5%
Strongly disagree	0	0%	0	0%	0	0%
n=	116		76		40	

Artists are not part of our community						
	Total		Rural		Urban	
Strongly agree	5	4%	4	5%	1	3%
Somewhat agree	11	9%	8	11%	3	8%
Neither	31	27%	23	30%	8	20%
Somewhat disagree	34	29%	24	32%	10	25%
Strongly disagree	35	30%	17	22%	18	45%
n=	116		76		40	

**Do you know that American Rescue Funds (ARP) can be used to support arts and culture-based, cross-sector community partnerships to rebuild civic and economic vitality?**

	Total		Rural		Urban	
Yes	67	58%	46	61%	21	53%
No	49	42%	30	39%	19	48%
n=	116		76		40	

**Does your community have any plans to use ARP money to support these types of partnerships?**

	Total		Rural		Urban	
Yes	12	18%	8	17%	4	19%
No	17	25%	12	26%	5	24%
I don't know	38	57%	26	57%	12	57%
n=	67		46		21	

**In what ways are you familiar with the Indiana Arts Commission (IAC)? (Select all that apply)**

	Total (Yes)		Rural (Yes)		Urban (Yes)	
I've heard of the IAC	60	45%	35	40%	25	58%
I've seen the IAC logo for a project or program in our community	25	19%	11	13%	14	33%
My community has received funding from the IAC	24	18%	12	14%	12	28%
I know an organization that has received funding from the IAC	30	23%	15	17%	15	35%
I know an artist that received funding from the IAC	13	10%	4	5%	9	21%
I've attended an IAC workshop, webinar, or conference	11	8%	4	5%	7	16%
I've served as an IAC grant panelist	4	3%	1	1%	3	7%
I know of other communities that have received recognition from the IAC as an Indiana Cultural District, Spotlight Community, or Governor's Arts Awardee	24	18%	14	16%	10	23%
I'm not at all familiar with the IAC	54	41%	39	45%	15	35%
Other, please explain	0	0%	0	0%	0	0%
n=	111		87		43	

## Beyond funding, how could the IAC help your community? (Rank by importance)

Identify and connect with artists already in our community						
	Total		Rural		Urban	
Rank 1	35	32%	22	31%	13	33%
Rank 2	16	14%	13	18%	3	8%
Rank 3	18	16%	11	15%	7	18%
Rank 4	17	15%	12	17%	5	13%
Rank 5	16	14%	6	8%	10	25%
Rank 6	9	8%	7	10%	2	5%
n=	111		71		40	
Mean	2.91		2.83		3.05	

Connect artists with affordable housing						
	Total		Rural		Urban	
Rank 1	2	2%	13	18%	2	5%
Rank 2	25	23%	3	4%	12	30%
Rank 3	6	5%	12	17%	3	8%
Rank 4	18	16%	10	14%	6	15%
Rank 5	12	11%	32	45%	2	5%
Rank 6	47	42%	1	1%	15	38%
n=	111		71		40	
Mean	4.42		4.68		3.98	

Develop public art						
	Total		Rural		Urban	
Rank 1	18	16%	11	15%	7	18%
Rank 2	19	17%	12	17%	7	18%
Rank 3	39	35%	25	35%	14	35%
Rank 4	23	21%	15	21%	8	20%
Rank 5	9	8%	7	10%	2	5%
Rank 6	3	3%	1	1%	2	5%
n=	111		71		40	
Mean	2.95		2.97		2.93	

Provide public performances or festivals						
	Total		Rural		Urban	
Rank 1	14	13%	8	11%	6	15%
Rank 2	15	14%	11	15%	4	10%
Rank 3	19	17%	13	18%	6	15%
Rank 4	33	30%	21	30%	12	30%
Rank 5	23	21%	16	23%	7	18%
Rank 6	7	6%	2	3%	5	13%
n=	111		71		40	
Mean	3.51		3.45		3.63	

Provide consultancy for cultural planning						
	Total		Rural		Urban	
Rank 1	12	11%	8	11%	4	10%
Rank 2	14	13%	7	10%	7	18%
Rank 3	18	16%	12	17%	6	15%
Rank 4	10	9%	5	7%	5	13%
Rank 5	42	38%	27	38%	15	38%
Rank 6	14	13%	11	15%	3	8%
n=	111		71		40	
Mean	3.92		4.03		3.73	

Teach us how to leverage the arts for economic, community, or tourism development						
	Total		Rural		Urban	
Rank 1	29	26%	21	30%	8	20%
Rank 2	22	20%	15	21%	7	18%
Rank 3	11	10%	7	10%	4	10%
Rank 4	10	9%	6	8%	4	10%
Rank 5	9	8%	5	7%	4	10%
Rank 6	30	27%	17	24%	13	33%
n=	111		71		40	
Mean	3.34		3.14		3.7	

# Appendix B: Responses to the Tourism/Community Foundation Survey

## Which best describes your community affiliation?

	Total		Rural		Urban	
Community Foundation board member	1	1%	1	2%	0	0%
Community Foundation staff	6	7%	6	9%	0	0%
Community Foundation director	44	49%	37	57%	7	28%
Tourism staff	2	2%	1	2%	1	4%
Tourism board member	17	19%	9	14%	8	32%
Tourism director	20	22%	11	17%	9	36%
n=	90		65		25	

## How long have you served in this position?

	Total	Rural	Urban
Range	< 1 year to 36 years	< 1 year to 30 years	< 1 year to 36 years
Mean	10.1 years	8.98 years	12.9 years

## Which best describes the area this organization serves?

	Total		Rural		Urban	
County	84	93%	61	94%	23	92%
Region	6	7%	4	6%	2	8%
n=	90	100%	65	100%	25	100%

## Has the population in your community increased, decreased, or stayed about the same since 2010?

	Total		Rural		Urban	
Increased	32	35%	13	20%	19	76%
Decreased	34	37%	30	46%	4	16%
Same	24	26%	22	34%	2	8%
n=	91	100%	65	100%	25	100%

## Is your organization involved in the ARTS in your service area?

	Total		Rural		Urban	
Yes	77	88%	53	84%	24	96%
No	11	13%	10	16%	1	4%
n=	88	100%	63	100%	25	100%

## Do you live in your organization's service area?

	Total		Rural		Urban	
Yes	129	99%	86	99%	43	100%
No	1	1%	1	1%	0	0%
n=	130		87		43	

## [If yes] How long have you lived there?

	Total	Rural	Urban
Range	1.5 years to 64 years	1.5 years to 64 years	2 years to 57 years
Mean	32.3 years	34.6 years	26.4 years

## [If no] Since you do not live in your organization's service area, how far (in miles) do you commute to work?

	Total	Rural	Urban
Range	12 miles to 65 miles	12 miles to 65 miles	15 miles
Mean	23.8 miles	27.6 miles	15 miles

## Is your organization involved in TOURISM in your service area?

	Total		Rural		Urban	
Yes	67	76%	45	71%	22	88%
No	21	24%	18	29%	3	12%
n=	88	100%	63	100%	25	100%

## What best describes your affiliation with arts and culture or tourism in your community?

(Select all that apply)

	Total (Yes)		Rural (Yes)		Urban (Yes)	
Attend art events	73	83%	50	79%	23	92%
Artist	2	2%	2	3%	0	0%
Art funder	42	48%	24	38%	18	72%
Paid staff of organization that provides arts and culture programming	9	10%	5	8%	4	16%
Volunteer for organization that provides arts and culture programming	21	24%	15	24%	6	24%
Paid staff of arts-oriented business	0	0%	0	0%	0	0%
Proprietor of arts-oriented business	1	1%	1	2%	0	0%
In a partnership with an arts and culture organization	21	24%	12	19%	9	36%
Paid staff of organization that provides tourism-orientated programming	18	20%	12	19%	6	24%
Volunteer for organization that provides tourism-orientated programming	12	14%	10	16%	2	8%
Paid staff of tourism-oriented business	14	16%	9	14%	5	20%
Proprietor of tourism-oriented business	5	6%	3	5%	2	8%
In a partnership with a tourism organization	13	15%	9	14%	4	16%
None; I don't engage with the arts in my community	1	1%	1	2%	0	0%
Other, please explain	6	7%	6	10%	0	0%
n=	88		63		25	

## Has your affiliation with the arts community changed since the beginning of COVID-19 in March 2020?

	Total		Rural		Urban	
Yes	17	25%	10	22%	7	32%
No	51	75%	36	78%	15	68%
n=	68	100%	46	100%	22	100%

## Have any arts, cultural, or tourism locations permanently closed since the beginning of COVID-19 in March 2020?

	Total		Rural		Urban	
Yes	18	21%	8	13%	10	40%
No	69	79%	54	87%	15	60%
n=	87	100%	62	100%	25	100%

## Since the beginning of COVID-19 in March 2020, have you attended any arts, cultural, or tourism events?

	Total		Rural		Urban	
Yes	68	78%	45	73%	23	92%
No	19	22%	17	27%	2	8%
n=	87	100%	62	100%	25	100%

## Did you attend those events virtually or in person? (Select all that apply)

	Total		Rural		Urban	
Virtually	4	6%	2	5%	2	9%
In person	38	58%	31	74%	7	30%
Both	23	35%	9	21%	14	61%
n=	65	100%	42	100%	23	100%

**Which of the following arts and culture or tourism locations/events exist in your community?**  
*(Select all that apply)*

	Total (Yes)		Rural (Yes)		Urban (Yes)	
Art museum	29	33%	12	19%	17	68%
Historical museum	80	92%	55	89%	25	100%
Other type of museum	31	36%	18	29%	13	52%
Community theater	62	71%	39	63%	24	96%
Movie theater	67	77%	42	68%	25	100%
Art gallery	61	70%	36	58%	25	100%
Concert hall	30	34%	15	24%	15	60%
Art fair	37	43%	17	27%	20	80%
Arts walk (i.e. First Friday Arts Walk)	25	29%	12	19%	13	52%
Performing arts space	47	54%	27	44%	20	80%
Art openings	28	32%	14	23%	14	56%
Public art displays (i.e. painted electrical boxes, murals)	73	84%	49	79%	24	96%
Arts education	58	67%	34	55%	24	96%
Local philharmonic or symphony	59	68%	36	58%	23	92%
Youth arts programming	52	60%	30	48%	22	88%
Amphitheater (i.e. performance stage in a park)	50	57%	29	47%	21	84%
Artist collective	20	23%	10	16%	10	40%
Artist guilds (i.e. sewing, photography, or writing group etc.)	36	41%	22	35%	14	56%
Arts-based festivals (visual, music, theater, dance, etc.)	37	43%	18	29%	19	76%
Cultural trail(s)	22	25%	10	16%	12	48%
Opera	4	5%	0	0%	4	16%
Ballet	17	20%	4	6%	13	52%
Dance studio	55	63%	32	52%	23	92%
Community or neighborhood celebrations	64	74%	42	68%	22	88%
Reenactments	15	17%	11	18%	4	16%
Cultural programming	-	-	-	-	-	-
Battlefield	-	-	-	-	-	-
National historic building	56	64%	34	55%	22	88%
Church, mosque, synagogue, or other place of spiritual significance	57	66%	34	55%	23	92%
Statuary	52	60%	30	48%	22	88%
Art therapy	15	17%	7	11%	8	32%
Hiking/biking/nature trails	76	87%	51	82%	25	100%
Arts-based business	48	55%	28	45%	20	80%
Pride festival or parade (LGBTQ+)	24	28%	9	15%	15	60%
Ethnic heritage festival (i.e. Irish, Russian, Latinx)	31	36%	13	21%	18	72%
Local bars or restaurants that host bands	75	86%	51	82%	24	96%
Tourism center/office	72	83%	47	76%	25	100%
None	1	1%	1	2%	0	0%
Other, please explain	4	5%	3	5%	1	4%
n=	87		62		25	

**In a normal (non-pandemic) year, approximately how many arts events do you personally attend or participate in WITHIN your community?**

	Total		Rural		Urban	
Range	0 to 30		0 to 30		3 to 25	
Mean	8.38		7.97		9.3	

**In a normal (non-pandemic) year, approximately how many arts events do you personally attend or participate in OUTSIDE OF your community?**

	Total		Rural		Urban	
Range	0 to 30		0 to 30		0 to 15	
Mean	4.31		4.19		4.6	

**Think about the most important of the arts and cultural events that happen in your community in a normal (non-pandemic) year...**

**My community has an important arts and cultural event:**

	Total		Rural		Urban	
Yes	78	94%	54	93%	24	96%
No	5	6%	4	7%	1	4%
n=	83	100%	58	100%	25	100%

**What groups attend this event?**  
(Select all that apply)

People in my community						
	Total		Rural		Urban	
Yes	70	99%	49	98%	21	100%
No	1	1%	1	2%	0	0%
n=	71	100%	50	100%	21	100%

**Approximately how many people typically attend this event?**

	Total		Rural		Urban	
Less than 100	4	6%	4	9%	0	0%
100-499	11	16%	9	19%	2	10%
500-999	6	9%	6	13%	0	0%
1000-4999	17	25%	12	26%	5	25%
5000-9999	2	3%	0	0%	2	10%
10000-49999	6	9%	4	9%	2	10%
More than 50K	2	3%	2	4%	0	0%
Unsure	10	15%	5	11%	5	25%
Thousands	5	7%	2	4%	3	15%
Hundreds	4	6%	3	6%	1	5%
n=	67	100%	47	100%	20	100%

**People in my county**

	Total		Rural		Urban	
Yes	67	94%	46	92%	21	100%
No	4	6%	4	8%	0	0%
n=	71	100%	50	100%	21	100%

**People in surrounding counties (regional)**

	Total		Rural		Urban	
Yes	61	86%	42	84%	19	90%
No	10	14%	8	16%	2	10%
n=	71	100%	50	100%	21	100%

**People from around the state**

	Total		Rural		Urban	
Yes	41	58%	26	52%	15	71%
No	30	42%	24	48%	6	29%
n=	71	100%	50	100%	21	100%

**People from around the country**

	Total		Rural		Urban	
Yes	21	30%	13	26%	8	38%
No	50	70%	37	74%	13	62%
n=	71	100%	50	100%	21	100%

**People from around the world**

	Total		Rural		Urban	
Yes	63	89%	4	8%	4	19%
No	8	11%	46	92%	17	81%
n=	71	100%	50	100%	21	100%

**How far are people willing to travel to attend this event?**

	Total		Rural		Urban	
Less than 25 miles	15	21%	11	22%	4	19%
25-49 miles	22	31%	18	35%	4	19%
50-99 miles	14	19%	9	18%	5	24%
More than 100	21	29%	13	25%	8	38%
n=	72	100%	51	100%	21	100%

## What terms do you associate with arts and culture in your community? *(Select all that apply)*

	Total		Rural		Urban	
Strong	20	24.69	8	14%	12	48%
Vibrant	33	40.74	17	30%	16	64%
Growing	44	54.32	28	50%	16	64%
Struggling	28	34.57	24	43%	4	16%
Diverse	21	25.93	8	14%	13	52%
Community identity	29	35.80	15	27%	14	56%
Education	40	49.38	25	45%	15	60%
Learning	31	38.27	20	36%	11	44%
Collaborative	37	45.68	23	41%	14	56%
Economic development	37	45.68	22	39%	15	60%
Talent attraction	27	33.33	15	27%	12	48%
Dynamic	17	20.99	6	11%	11	44%
Engaged	24	29.63	12	21%	12	48%
Stretched	19	23.46	10	18%	9	36%
Dying	5	6.17	5	9%	0	0%
Non-existent	4	4.94	4	7%	0	0%
Insular	3	3.70	2	4%	1	4%
Siloed	11	13.58	9	16%	2	8%
Underfunded	43	53.09	32	57%	11	44%
Overfunded	0	0.00	0	0%	0	0%
Quality of life	51	62.96	30	54%	21	84%
Limited	22	27.16	20	36%	2	8%
Parochial	3	3.70	1	2%	2	8%
Accessible	27	33.33	14	25%	13	52%
Relevant	30	37.04	16	29%	14	56%
Stagnant	10	12.35	9	16%	1	4%
Community development	41	50.62	23	41%	18	72%
Tourism	50	61.73	28	50%	22	88%
Other, please explain	4	4.94	4	7%	0	0%
n=	81		56		25	

## To what extent do you agree or disagree with the following statements?

The arts are accessible to everyone in my community						
	Total		Rural		Urban	
Strongly agree	29	36%	17	30%	12	48%
Somewhat agree	31	38%	19	34%	12	48%
Neither	5	6%	5	9%	0	0%
Somewhat disagree	12	15%	11	20%	1	4%
Strongly disagree	4	5%	4	7%	0	0%
n=	81	100%	56	100%	25	100%

My community is supportive of the arts						
	Total		Rural		Urban	
Strongly agree	18	22%	10	18%	8	32%
Somewhat agree	41	51%	27	48%	14	56%
Neither	8	10%	7	13%	1	4%
Somewhat disagree	14	17%	12	21%	2	8%
Strongly disagree	0	0%	0	0%	0	0%
n=	81	100%	56	100%	25	100%

The arts are affordable in my community						
	Total		Rural		Urban	
Strongly agree	32	40%	18	32%	14	56%
Somewhat agree	29	36%	21	38%	8	32%
Neither	13	16%	11	20%	2	8%
Somewhat disagree	6	7%	5	9%	1	4%
Strongly disagree	1	1%	1	2%	0	0%
n=	81	100%	56	100%	25	100%

My community has an adequate amount of arts and culture activities						
	Total		Rural		Urban	
Strongly agree	10	12%	6	11%	4	16%
Somewhat agree	23	28%	13	23%	10	40%
Neither	5	6%	1	2%	4	16%
Somewhat disagree	20	25%	14	25%	6	24%
Strongly disagree	23	28%	22	39%	1	4%
n=	81	100%	56	100%	25	100%

Arts and culture have adequate funding in my community						
	Total		Rural		Urban	
Strongly agree	2	2%	2	4%	0	0%
Somewhat agree	11	14%	8	14%	3	12%
Neither	14	17%	8	14%	6	24%
Somewhat disagree	28	35%	12	21%	16	64%
Strongly disagree	26	32%	26	46%	0	0%
n=	81	100%	56	100%	25	100%

## What roles do the arts and culture play in your community? (Select all that apply)

	Total (Yes)		Rural (Yes)		Urban (Yes)	
	Count	Percentage	Count	Percentage	Count	Percentage
Exposes people in my community to different kinds of life experiences	56	69%	34	61%	22	88%
Promotes sense of community	68	84%	45	80%	23	92%
Provides a place for people to network	49	60%	34	61%	15	60%
Promotes a sense of belonging in the community	52	64%	35	63%	17	68%
Contributes to economic development	46	57%	28	50%	18	72%
Fosters respect and understanding	31	38%	19	34%	12	48%
Encourages community members to think deeply about hard topics	15	19%	9	16%	6	24%
Keeps kids occupied	32	40%	20	36%	12	48%
Contributes to childhood education	42	52%	27	48%	15	60%
Promotes tourism	51	63%	31	55%	20	80%
Improves quality of life	59	73%	36	64%	23	92%
Promotes innovation	29	36%	16	29%	13	52%
Promotes creative entrepreneurship	28	35%	16	29%	12	48%
Contributes to the overall wellbeing of the community	52	64%	30	54%	22	88%
Contributes to overall wellbeing of community members	38	47%	21	38%	17	68%
Helps develop more creative ways to overcome community challenges	19	23%	9	16%	10	40%
Develops important connections between groups of people	35	43%	19	34%	16	64%
Encourages people to stay in my community	31	38%	18	32%	13	52%
Encourages people to relocate to my community	24	30%	12	21%	12	48%
Helps with business recruitment	24	30%	14	25%	10	40%
Enhances older citizens' quality of life	37	46%	23	41%	14	56%
Arts and culture play no role in my community	4	5%	3	5%	1	4%
Other, please explain	6	7%	5	9%	1	4%
n=	81		56		25	

### Are the arts included in your community's ECONOMIC development plans?

	Total		Rural		Urban	
	Count	Percentage	Count	Percentage	Count	Percentage
Yes	39	49%	26	46%	13	52%
No	42	53%	30	54%	12	48%
n=	80	100%	56	100%	25	100%

### Are the arts included in your community's COMMUNITY development plans?

	Total		Rural		Urban	
	Count	Percentage	Count	Percentage	Count	Percentage
Yes	57	71%	37	66%	20	83%
No	23	29%	19	34%	4	17%
n=	80	100%	56	100%	24	100%

### Does your community have a CULTURAL plan?

	Total		Rural		Urban	
	Count	Percentage	Count	Percentage	Count	Percentage
Yes	15	19%	6	11%	9	38%
No	65	81%	50	89%	15	63%
n=	80	100%	56	100%	24	100%

### Does your community have a TOURISM plan?

	Total		Rural		Urban	
	Count	Percentage	Count	Percentage	Count	Percentage
Yes	54	68%	30	54%	24	100%
No	26	33%	26	46%	0	0%
n=	80	100%	56	100%	24	100%

**Please answer whether or not your organization is involved with the DEVELOPMENT of the following plans:**

Economic development plan						
	Total		Rural		Urban	
Yes	33	45%	19	37%	14	61%
No	41	55%	32	63%	9	39%
n=	74	100%	51	100%	23	100%

Community development plan						
	Total		Rural		Urban	
Yes	45	61%	30	59%	15	65%
No	29	39%	21	41%	8	35%
n=	74	100%	51	100%	23	100%

Cultural plan						
	Total		Rural		Urban	
Yes	14	19%	6	12%	8	35%
No	60	81%	45	88%	15	65%
n=	74	100%	51	100%	23	100%

Tourism plan						
	Total		Rural		Urban	
Yes	30	41%	16	31%	14	61%
No	44	59%	35	69%	9	39%
n=	74	100%	51	100%	23	100%

**Please answer whether or not your organization is involved with the IMPLEMENTATION of the following plans:**

Economic development plan						
	Total		Rural		Urban	
Yes	23	31%	12	24%	11	48%
No	51	69%	39	76%	12	52%
n=	74	100%	51	100%	23	100%

Community development plan						
	Total		Rural		Urban	
Yes	29	39%	19	37%	10	43%
No	45	61%	32	63%	13	57%
n=	74	100%	51	100%	23	100%

Cultural plan						
	Total		Rural		Urban	
Yes	11	15%	5	10%	6	26%
No	63	85%	46	90%	17	74%
n=	74	100%	51	100%	23	100%

Tourism plan						
	Total		Rural		Urban	
Yes	32	43%	15	29%	17	74%
No	42	57%	36	71%	6	26%
n=	74	100%	51	100%	23	100%

## To what extent do you agree or disagree with the following statements?

Arts and culture can be an opportunity for economic development						
	Total		Rural		Urban	
Strongly agree	54	73%	37	73%	17	74%
Somewhat agree	17	23%	11	22%	6	26%
Neither	3	4%	3	6%	0	0%
Somewhat disagree	0	0%	0	0%	0	0%
Strongly disagree	0	0%	0	0%	0	0%
n=	74	100%	51	100%	23	100%

My community should publicly fund arts and culture initiatives						
	Total		Rural		Urban	
Strongly agree	40	54%	26	51%	14	61%
Somewhat agree	23	31%	18	35%	5	22%
Neither	6	8%	5	10%	1	4%
Somewhat disagree	4	5%	1	2%	3	13%
Strongly disagree	1	1%	1	2%	0	0%
n=	74	100%	51	100%	23	100%

Arts and culture-based development programs are under-utilized in my community						
	Total		Rural		Urban	
Strongly agree	22	30%	20	39%	2	9%
Somewhat agree	29	39%	17	33%	12	52%
Neither	16	22%	11	22%	5	22%
Somewhat disagree	7	9%	3	6%	4	17%
Strongly disagree	0	0%	0	0%	0	0%
n=	74	100%	51	100%	23	100%

State funding should be available for community-level economic, tourism, and community development in the arts						
	Total		Rural		Urban	
Strongly agree	44	59%	28	55%	16	70%
Somewhat agree	21	28%	17	33%	4	17%
Neither	6	8%	3	6%	3	13%
Somewhat disagree	2	3%	2	4%	0	0%
Strongly disagree	1	1%	1	2%	0	0%
n=	74	100%	51	100%	23	100%

Federal funding should be available for community-level economic, tourism, and community development in the arts						
	Total		Rural		Urban	
Strongly agree	41	55%	28	55%	13	57%
Somewhat agree	19	26%	13	25%	6	26%
Neither	8	11%	6	12%	2	9%
Somewhat disagree	4	5%	3	6%	1	4%
Strongly disagree	2	3%	1	2%	1	4%
n=	74	100%	51	100%	23	100%

A thriving arts and culture sector/industry is important to the quality of life in my community						
	Total		Rural		Urban	
Strongly agree	54	73%	35	69%	19	83%
Somewhat agree	15	20%	11	22%	4	17%
Neither	3	4%	3	6%	0	0%
Somewhat disagree	0	0%	0	0%	0	0%
Strongly disagree	2	3%	2	4%	0	0%
n=	74	100%	51	100%	23	100%

Further developing the arts and culture in my community will help attract population to my community						
	Total		Rural		Urban	
Strongly agree	45	61%	30	59%	15	65%
Somewhat agree	21	28%	15	29%	6	26%
Neither	6	8%	4	8%	2	9%
Somewhat disagree	2	3%	2	4%	0	0%
Strongly disagree	0	0%	0	0%	0	0%
n=	74	100%	51	100%	23	100%

Further developing the arts and culture in my community will help attract new businesses to my community						
	Total		Rural		Urban	
Strongly agree	38	51%	26	51%	12	52%
Somewhat agree	22	30%	14	27%	8	35%
Neither	11	15%	9	18%	2	9%
Somewhat disagree	2	3%	1	2%	1	4%
Strongly disagree	1	1%	1	2%	0	0%
n=	74	100%	51	100%	23	100%

Further developing the arts and culture in my community will help retain population						
	Total		Rural		Urban	
Strongly agree	37	50%	26	51%	11	48%
Somewhat agree	23	31%	16	31%	7	30%
Neither	10	14%	6	12%	4	17%
Somewhat disagree	2	3%	1	2%	1	4%
Strongly disagree	2	3%	2	4%	0	0%
n=	74	100%	51	100%	23	100%

My community has a base of arts and culture that it can build from						
	Total		Rural		Urban	
Strongly agree	34	46%	19	37%	15	65%
Somewhat agree	27	36%	23	45%	4	17%
Neither	10	14%	6	12%	4	17%
Somewhat disagree	2	3%	2	4%	0	0%
Strongly disagree	1	1%	1	2%	0	0%
n=	74	100%	51	100%	23	100%

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**Continued: To what extent do you agree or disagree with the following statements?**

My community has little to no existing arts activity						
	Total		Rural		Urban	
Strongly agree	4	6%	4	8%	0	0%
Somewhat agree	8	11%	8	16%	0	0%
Neither	6	8%	5	10%	1	4%
Somewhat disagree	20	28%	15	31%	5	22%
Strongly disagree	34	47%	17	35%	17	74%
n=	72	100%	49	100%	23	100%

My community would support economic development initiatives that include the arts						
	Total		Rural		Urban	
Strongly agree	14	19%	9	18%	5	22%
Somewhat agree	37	50%	24	47%	13	57%
Neither	16	22%	13	25%	3	13%
Somewhat disagree	6	8%	4	8%	2	9%
Strongly disagree	1	1%	1	2%	0	0%
n=	74	100%	51	100%	23	100%

My community would support community development initiatives that include the arts						
	Total		Rural		Urban	
Strongly agree	17	23%	10	20%	7	30%
Somewhat agree	44	59%	30	59%	14	61%
Neither	9	12%	7	14%	2	9%
Somewhat disagree	3	4%	3	6%	0	0%
Strongly disagree	1	1%	1	2%	0	0%
n=	74	100%	51	100%	23	100%

My community already supports development programs that include the arts						
	Total		Rural		Urban	
Strongly agree	11	15%	6	12%	5	22%
Somewhat agree	35	47%	22	43%	13	57%
Neither	18	24%	15	29%	3	13%
Somewhat disagree	8	11%	6	12%	2	9%
Strongly disagree	2	3%	2	4%	0	0%
n=	74	100%	51	100%	23	100%

Economic development initiatives that include the arts are more effective than traditional economic development programs (like tax incentives for business relocation)						
	Total		Rural		Urban	
Strongly agree	13	18%	7	14%	6	26%
Somewhat agree	27	36%	21	41%	6	26%
Neither	26	35%	16	31%	10	43%
Somewhat disagree	6	8%	5	10%	1	4%
Strongly disagree	2	3%	2	4%	0	0%
n=	74	100%	51	100%	23	100%

Artists are valued in my community						
	Total		Rural		Urban	
Strongly agree	10	14%	5	11%	5	22%
Somewhat agree	34	49%	23	49%	11	48%
Neither	16	23%	10	21%	6	26%
Somewhat disagree	8	11%	7	15%	1	4%
Strongly disagree	2	3%	2	4%	0	0%
n=	70	100%	47	100%	23	100%

It's important to include the arts and culture sector in community planning decisions						
	Total		Rural		Urban	
Strongly agree	40	54%	28	55%	12	52%
Somewhat agree	28	38%	17	33%	11	48%
Neither	4	5%	4	8%	0	0%
Somewhat disagree	2	3%	2	4%	0	0%
Strongly disagree	0	0%	0	0%	0	0%
n=	74	100%	51	100%	23	100%

**To the best of your knowledge, is your community currently engaging with artists or arts and culture organizations to address challenges faced by your community?**

	Total		Rural		Urban	
Yes	41	55%	25	49%	16	70%
No	33	45%	26	51%	7	30%
n=	74	100%	51	100%	23	100%

**To what extent do you agree or disagree with the following statements?**

Artists positively impact our community						
	Total		Rural		Urban	
Strongly agree	42	58%	27	54%	15	65%
Somewhat agree	20	27%	13	26%	7	30%
Neither	9	12%	8	16%	1	4%
Somewhat disagree	1	1%	1	2%	0	0%
Strongly disagree	1	1%	1	2%	0	0%
n=	73	100%	50	100%	23	100%

Our local economy is better off because of artists						
	Total		Rural		Urban	
Strongly agree	24	33%	13	26%	11	48%
Somewhat agree	26	36%	18	36%	8	35%
Neither	21	29%	17	34%	4	17%
Somewhat disagree	1	1%	1	2%	0	0%
Strongly disagree	1	1%	1	2%	0	0%
n=	73	100%	50	100%	23	100%

I want artists to live in my community						
	Total		Rural		Urban	
Strongly agree	49	67%	31	62%	18	78%
Somewhat agree	18	25%	15	30%	3	13%
Neither	6	8%	4	8%	2	9%
Somewhat disagree	0	0%	0	0%	0	0%
Strongly disagree	0	0%	0	0%	0	0%
n=	73	100%	50	100%	23	100%

I can think of an artist in my community who is a leader (is on a board; serves on a planning team)						
	Total		Rural		Urban	
Strongly agree	32	44%	17	34%	15	65%
Somewhat agree	15	21%	13	26%	2	9%
Neither	11	15%	8	16%	3	13%
Somewhat disagree	12	16%	9	18%	3	13%
Strongly disagree	3	4%	3	6%	0	0%
n=	73	100%	50	100%	23	100%

Artists are active in community issues						
	Total		Rural		Urban	
Strongly agree	16	22%	8	16%	8	35%
Somewhat agree	23	32%	16	32%	7	30%
Neither	21	29%	15	30%	6	26%
Somewhat disagree	11	15%	9	18%	2	9%
Strongly disagree	2	3%	2	4%	0	0%
n=	73	100%	50	100%	23	100%

Artists can bring better solutions to community issues						
	Total		Rural		Urban	
Strongly agree	21	29%	14	28%	7	30%
Somewhat agree	29	40%	20	40%	9	39%
Neither	20	27%	14	28%	6	26%
Somewhat disagree	2	3%	1	2%	1	4%
Strongly disagree	1	1%	1	2%	0	0%
n=	73	100%	50	100%	23	100%

Artists are not part of our community						
	Total		Rural		Urban	
Strongly agree	2	3%	2	4%	0	0%
Somewhat agree	7	10%	7	14%	0	0%
Neither	15	21%	12	24%	3	13%
Somewhat disagree	20	27%	13	26%	7	30%
Strongly disagree	29	40%	16	32%	13	57%
n=	73	100%	50	100%	23	100%

**Do you know that American Rescue Funds (ARP) can be used to support arts and culture-based, cross-sector community partnerships to rebuild civic and economic vitality?**

	Total		Rural		Urban	
Yes	44	60%	25	50%	19	83%
No	29	40%	25	50%	4	17%
n=	73	100%	50	100%	23	100%

**Does your community have any plans to use ARP money to support these types of partnerships?**

	Total		Rural		Urban	
Yes	6	14%	3	12%	3	16%
No	6	14%	6	24%	0	0%
I don't know	32	73%	16	64%	16	84%
n=	44	100%	25	100%	19	100%

**In what ways are you familiar with the Indiana Arts Commission (IAC)? (Select all that apply)**

	Total (Yes)		Rural (Yes)		Urban (Yes)	
I've heard of the IAC	59	81%	37	74%	22	96%
I've seen the IAC logo for a project or program in our community	42	58%	24	48%	18	78%
My community has received funding from the IAC	41	56%	27	54%	14	61%
I know an organization that has received funding from the IAC	42	58%	26	52%	16	70%
I know an artist that received funding from the IAC	16	22%	8	16%	8	35%
I've attended an IAC workshop, webinar, or conference	22	30%	14	28%	8	35%
I've served as an IAC grant panelist	16	22%	10	20%	6	26%
I know of other communities that have received recognition from the IAC as an Indiana Cultural District, Spotlight Community, or Governor's Arts Awardee	30	41%	20	40%	10	43%
I'm not at all familiar with the IAC	6	8%	6	12%	0	0%
Other, please explain	4	5%	3	6%	1	4%
n=	73		50		23	

**How could the IAC help your organization? (Select all that apply)**

	Total (Yes)		Rural (Yes)		Urban (Yes)	
Connect with artists in community	39	53%	30	60%	9	39%
Connect artists with affordable housing	17	23%	10	20%	7	30%
Develop public art	44	60%	29	58%	15	65%
Provide public performances or festivals	39	53%	27	54%	12	52%
Consult on cultural programming	45	62%	28	56%	17	74%
Leverage arts for development	54	74%	37	74%	17	74%
Other	9	12%	8	16%	1	4%
n=	73		50		23	